

FOR IMMEDIATE RELEASE  
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*Sweet Beginnings to open new Franchise Location in Florida!*

Sweet Beginnings™ is a Vancouver, Canada-based Wedding Consulting and Event Planning firm, dedicated to delivering the highest quality of service. They provide professional and knowledgeable consultants to design packages for each client, working with their budget, individual styles and needs.

Sweet Beginnings new Florida location is scheduled to open on February 1, 2007. It is their first operation in the Sunshine State. The new location will serve South Broward, Florida, as well as a large portion of Miami Lakes, and surrounding areas.

"We're very excited to introduce the premium services of Sweet Beginnings to Florida," says company President and Founder Elana Lancit. "With the success we've had in Canada and the West Coast of the United States, the new Florida location just seemed like a perfect fit."

New Franchise owner Michelle Ricotti says after researching franchises for more than a year, Sweet Beginnings was the perfect choice. "I really liked what I saw," says Ricotti. "The fact is, they're just starting to penetrate the market in the US, and getting in on the ground level gives you the opportunity to grow the business in the area from the ground up."

"I chose an event planning franchise because it fits well into my sales and marketing background," continues Ricotti. "Sweet Beginnings stood out because of their high level of professionalism and sophistication, and the support they provide to new franchisees. They really want you to be in business for yourself, but not by yourself."

"We look forward to a long and successful relationship with Michelle," says Elana Lancit. "Her abundant enthusiasm for event planning will make her a strong asset to the Sweet Beginnings family, and the perfect candidate for expanding the company on the Eastern seaboard."

Sweet Beginnings™ is North America's leader for Wedding Consulting and Event Planning. They have coordinated thousands of events, ranging from small intimate gatherings to large black-tie galas. Sweet Beginnings combines competitive pricing with personalized consultation services for all your event needs. They also offer unique decorating and rental services. Sweet Beginnings operates seventeen franchised locations in Canada and the United States. (<http://www.asweetbeginning.com>)

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