

EXCLUSIVE Collectables

Press Release 020

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Exclusive Collectables an icon in the Australian Toy & Hobby industry has sold Australia's first Hobby Store Franchise



From left to right: Alfred Battiato Australia's first hobby store franchise owner and Exclusive Collectables Founder and Managing Director Frank Nohra in DC Strategy's Sydney office on March 1st 2010.

Exclusive Collectables was established in 1996 by founder Frank Nohra with its original outlet located in the back room of his Homebush NSW service station as a sideline business from his service station and fruit and vegetable agency.

Over the next 15 years Exclusive Collectables would grow into an iconic brand within the Toy & Hobby Industry extending its product range to cater for the entire family. Today you will find just about any hobby product in their stores, from a model of a Morris Minor to the latest Monopoly City board game.

Exclusive Collectables is now a one stop shop that caters for the hobby enthusiast and those that just enjoy having fun.

In 2009 Exclusive Collectables took an adventures step and **established Australia's first hobby store franchise system** that would provide hobby enthusiasts and collectors with the opportunity to join the well established and respected Exclusive Collectables brand.



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On the 1st day of March 2010 at 3.15 pm Australia's first hobby store franchise was sold by Exclusive Collectables to Alfred Battiato for the new Top Ryde City store with support of DC Strategy, Exclusive Collectables specialist franchise consultants and legal representatives.

Founder Frank Nohra was excited to comment on this historical event "We are extremely pleased to have Alfred join our family, Alfred shares the same value and excitement for our brand and products that we do here at Exclusive Collectables and it's not something that comes along every day.

We have been approached by many investors and potential franchisees that wished to join our brand but we are an extremely unique business model and require franchisees that have that same drive and passion for our product that we do here at Exclusive Collectables.

Alfred comes to us from year of collecting die cast models cars and is extremely passionate about the brand, product and customers service that works in well with our policy of Listen, Develop & Deliver (Listen to what our customers' needs and expectations are, Develop the product or service that they are eager to see and Deliver it at an affordable price that will ensure both long term customer satisfaction and loyalty).

We pride ourselves on being innovators in our industry and are glad to have developed Australia's first hobby store franchise and to have sold Australia's first as well".

Alfred Battiato was also pleased to comment on the historical day "From the very beginning, my dealings with all levels within Exclusive Collectables Management has been an experience that I cannot fault. A company that is only 15 years young and has many more exciting years to come, I for one am very excited about being part of the team.

Being part of a team is how I have felt from day one. I personally have an interest in Hobbies/Die Cast and am an avid collector. However, being introduced into the franchise model as a business venture was something I have never considered. Looking through the whole package there was no other Hobby company that I would want to be associated with other than Exclusive Collectables. That being said Exclusive Collectables is the first Hobby Shop company of it's type to venture into the franchise model, which is exciting in itself.

From my point of view, its exciting being the first Exclusive Collectables Franchisee and I look forward to the journey. Exclusive Collectables' success lies in its huge product range, availability and most importantly overall customer service. Going that extra mile for customers is what I have done all of my working career and what better way now to express this now in my own business.

Exclusive Collectables has the vision and is always looking at ways to improve and compliment their existing range to stay ahead of competitors."

This new store will become Exclusive Collectables main Sydney store with the entire Exclusive Collectables product range available that will include die cast models, radio controlled items, jigsaw puzzles, board games, slot car and train sets , model kits and hobby products set to entertain patrons of all ages.

Exclusive Collectables Top Ryde City will open of the 3rd of August 2010 and will be the fourth outlet in the Exclusive Collectables retail system with further stores opening around the country throughout 2010.

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