

New Primrose School at Pinnacle Fills Area Demand for Premium Educational Child Care

[**Grove City, OH**] (December 7, 2009) – Aspiring to make a difference in the lives of area children and their families, Natosha and Ehab Eskander will open the Primrose at Pinnacle on December 14, 2009 satisfying the demand for high quality educational child care in the community.

The new Primrose School at Pinnacle, located at 1239 Lamplighter Drive in Grove City, will be the sixth Primrose School in the Columbus market. Natosha and Ehab said the new school will provide an unmatched educational child care experience to area families, and noted that it has already positively impacted the local economy by adding 25 to 30 new jobs, and \$2.9 to \$4.1 million in project costs.

Natosha, who was previously a pharmacist for the past 12 years, and Ehab, a real estate investor, decided to open the Grove City School after seeing the success and enjoyment her cousin was achieving from running a Primrose School in Texas.

"Given the stellar reputation of Primrose Schools around the country, we're proud to bring the Primrose name and their highly regarded accredited curriculum to the Grove City community," said Natosha Eskander. "Our new school will give local parents the peace of mind they need and deserve, knowing that their children are learning and being nurtured while they're away at work."

The 10,800 square foot Primrose School at Pinnacle is the only local school that will offer the exclusive Balanced Learning[®] curriculum for children ages six weeks to five years old. Balanced Learning[®] considers multiple aspects of growth and learning— social, emotional, physical and cognitive-- as Primrose determines what experiences children need at different stages of their development. Developed by and taught exclusively at Primrose Schools, Balanced Learning blends teacher-directed and child-initiated activities with a special emphasis on character development in our schools. The goal of creating young people who are prepared for success in learning and in life also filters into Primrose's after-school program for students up to 12-years-old.

"We feel so fortunate that we will be able to deliver proven curriculum in all of our classrooms as our proprietary lesson plans are developed by a team of early childhood education experts in

conjunction with the Primrose National Academic Advisory Board. Instead of worrying about creating new lesson plans for each day in the classroom, our teachers can spend more time focusing on the individual needs of their students,” said Natosha Eskander.

The new Grove City school will feature ten private classrooms with state-of-the-art wireless technology. Outdoors, four separate and secure age-appropriate playgrounds will accommodate each stage of the children's early development with equipment specifically designed to help them develop and grow their gross motor skills. Children also develop their fine motor skills in the Primrose Patch – a garden.

As safety is a top-priority, the new school also features the official Primrose Schools Safe School Plan, which provides guidelines to ensure ongoing safety measures are in place and parents as well as staff members are prepared for any kind of emergency. A password protected website keeps parents informed of the emergency procedures and any critical information should there be a situation requiring immediate attention at the school.

For more information about the Primrose School at Pinnacle, please call (614) 270-1559, or visit www.primrosepinnacle.com.

About Primrose Schools

Founded in 1982, Primrose Schools is the country’s leader in early childhood education. Primrose Schools’ foundation is based on providing quality, early education and child care services with a balance of learning, character development and play. Developed by and taught exclusively at Primrose Schools, the school’s Balanced Learning® curriculum dynamically blends child-initiated play and teacher-guided instruction. The company’s success, fueled by parents’ demand for quality child care, is sustained by individual school owners and teachers. It is the first educational preschool to achieve accreditation by CITA/SACS CASI and CITA/NCA CASI, the prestigious associations recognized as the gold standard in evaluating local public and private schools and universities. Primrose Schools currently operates 200 schools in 16 states. The excellent reputation that Primrose Schools has enjoyed for over 25 years has allowed its growth as a franchising company to continue and flourish. For information about Primrose Schools, visit www.primroseschools.com or 800-PRIMROSE.