



BlueLens Franchise Group Joins the International Franchise Association

The BlueLens Franchise Group, a division of eWayDirect, Inc., joins the world's premier association dedicated to protecting, enhancing, and promoting franchising.

Southport, CT ([PRWeb](#)) November 29, 2007 -- The BlueLens Franchise Group, a division of eWayDirect, Inc., is pleased to announce that it has joined the International Franchise Association (www.franchise.org), the world's premier franchise association with over 1,100 franchisors, 8,000 franchises, and 400 suppliers.

The International Franchise Association was founded in 1960 and is a membership organization of franchisors, franchisees, and suppliers. The association website provides members and guests with one-stop shopping for franchise information. The association hosts an annual convention, takes part on legal symposia, and offers regional events throughout the year.

"As a new franchisor, it's a privilege to be a member of the IFA," says Sean Meehan, president of the BlueLens Franchise Group. "The IFA is devoted to bringing the very best to everything surrounding franchising. We're devoted to the same principles here at BlueLens and it's important for us to reflect such clear common values."

These values are reflected in the IFA's code of ethics, with trust, truth, and honesty as the foundations of franchising and the concept of winning together as a team at the forefront of its mission.

The BlueLens Franchise Group is currently offering franchises that follow the successful business model established by eWayDirect, Inc., a full-service e-messaging and search marketing firm. BlueLens franchisees offer these same services to clients and resellers in their respective territories. "It's a model that works," says Neil Rosen, president, founder, and CEO of eWayDirect. "And one that we are proud to share with franchisees nationwide."

Persons interested in learning more about BlueLens franchise opportunities are encouraged to visit the website (www.BlueLensFranchiseGroup.com) and listen to a brief webinar that explains the franchise process, or to simply call president Sean Meehan at 888.655.0464.

About eWayDirect, Inc.:

eWayDirect is a market leader in both search marketing and emessaging. Besides providing the highest level of expertise in email communications, PPC, and SEO, the company's Priority1email platform allows marketers to isolate their best customers and get their campaigns through to the inbox 100% of the time.

About BlueLens Franchise Group:

eWayDirect's clients' successes have translated into a repeatable business model, and the BlueLens Franchise Group provides an opportunity for individual business leaders to capitalize on the eWayDirect business model to attain success of their own.

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