

## Who We Are

### Chairman and Chief Executive Officer: Ron Berger

Berger is an entrepreneur and franchising industry leader. Mr. Berger has served as Chairman and Chief Executive Officer of Figaro's since June 1, 2001, when he, his wife (Carol), and Mr. Bill LeVine acquired Figaro's. From August 1989 to September 2000, Berger served as Chairman and Chief Executive Officer of Rentrak Corporation, a publicly traded (NASDAQ-RENT) information and payment processor in the home video industry.

Berger conceived of the Rentrak concept – a method of sharing revenues between video rental shops and the Hollywood motion picture studios and other program suppliers. Under his leadership, the business grew from \$6 million in 1989 revenues to \$113 million in the year 2000. During his last four years as CEO, Rentrak earned over \$16 million in net income on revenues of \$476 million.

While at Rentrak, Berger presided over the acquisition, management, and subsequent sale of The Pro Image, the nation's largest chain of licensed sports apparel retail stores with 240 units and system-wide revenues of \$80 million. Rentrak also developed several chains of retail video and game shops. One operated within Wal-Mart shopping centers, Kmart, Fred Meyer, Ralph's, and other mass merchants. Under Berger's management, the business (Blow Out Entertainment) grew to over 200 stores and was spun off as a separate public company in a dividend to Rentrak shareholders. The other was focused on outlet malls, with its flagship store generating \$3 million in annual revenues.

Prior to building Rentrak, Berger conceived of, founded and served as Chairman and CEO of National Video, Inc., from September 1980 to September 1988, when the business was sold. The business, which started with a single store in Beaverton, Oregon in February 1981, grew to 746 stores in all 50 states and all 10 Canadian provinces. It became the largest chain of specialty retail video stores in the world in 1986, and held that number one spot until passed by Blockbuster in 1992, four years after Berger sold the business. In 1986, Berger took National Video public in a \$5 million financing. The company completed a \$21 million secondary offering several years later.

Berger has served as a member of the board of directors of the International Franchise Association (IFA) on three occasions, once as CEO of National Video, once as CEO of Pro Image, and as CEO of Figaro's from 2004 to 2010. In 1985, National Video won the most prestigious award the IFA bestows for excellence in franchise relations, competing against industry leaders including Subway and Marriott Hotels. Today, Berger serves on the IFA Diversity Institute Board of Directors and as a member of the IFA VetFran Committee. While Chairman of Rentrak, Berger was nominated to serve as a member of the board of directors of the Video Software Dealers Association (VSDA) board the maximum three times for six years of service. He served as chairman of the VSDA Scholarship Committee and the VSDA Revenue Enhancement Special Committee.

With actor Jeff Bridges, Berger was one of the founding directors of the video industry's charity organization, "Fast Forward to End Hunger". He has also served as a member of the board of trustees of The Nature Conservancy of Oregon, as a member of the Board of Directors of American Contractor's Indemnity Corporation (ACIC), a leading insurance company focused on surety, as a member of the Board of Directors of the publicly traded National Lampoon. At Figaro's, Berger led the creation of H.E.L.P., the charity, in 2009, and serves on its board [www.helpthecharity.org](http://www.helpthecharity.org). Today, he also serves as Acting President of the Desert Tortoise preserve Committee, and Chairman of the Board of a charity called The Desert Tortoise Conservancy [www.thedeserttortoiseconservancy.org](http://www.thedeserttortoiseconservancy.org).

President: Richard S. Glenn

Mr. Glenn has served as President since October, 2009. Mr. Glenn served as Figaro's General Manager and Vice President since March 31, 2008 and as Executive Vice President since December 1, 2008. He served as Schmizza International, Inc.'s Director of Operations from November 2004 to March 31, 2008. He joined Schmizza International, Inc. as Franchise Development Coordinator in August 2003. From January 1996 to October 1999, and from March 2001 to July 2003, he served as a Franchise Service Representative for Figaro's Italian Pizza, Inc.