



FRANCHISE DISCLOSURE DOCUMENT

Adventures in Advertising Franchise, LLC
a Delaware limited liability company
800 Winneconne Avenue
Neenah, Wisconsin 54956
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DEPARTMENT OF CORPORATIONS
RECEIVED LOS ANGELES OFFICE

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The franchise provides a business format and support system for the sale and marketing of advertising specialty products and promotional items.

The total investment necessary to begin operation of an Adventures in Advertising franchise ranges from \$19,500 to \$65,000. This includes \$10,000 to \$35,000 that must be paid to the franchisor or affiliate.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Rebecca Kollmann, at 800 Winneconne Ave., Neenah, Wisconsin 54956 and (920) 886-3808.

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance date of this California Franchise Disclosure Document: ~~March 18, 2011~~ 29, 2012.

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STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit E for information about the franchisor or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT PERMITS YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY WITHIN 10 MILES OF OUR THEN EXISTING PRINCIPAL BUSINESS ADDRESS (CURRENTLY NEENAH, WISCONSIN). OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT ALSO MAY COST YOU MORE TO ARBITRATE WITH US IN OUR HOME STATE (CURRENTLY WISCONSIN) THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT REQUIRES THAT WISCONSIN LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THE LAST PARAGRAPH UNDER THE HEADING "GUARANTEE" IN NOTE 1 OF OUR GUARANTOR'S AUDITED FINANCIAL STATEMENTS STATES:

THE COMPANY'S ABILITY TO PERFORM UNDER THE GUARANTEE IS DEPENDENT UPON AND LIMITED TO: (1) ITS OWN FINANCIAL RESOURCES, (2) ADDITIONAL BORROWINGS AVAILABLE (IF ANY) UNDER THE CREDIT FACILITY (SEE NOTE 4), AND (3) THE ABILITY OF AIA CORP. TO PROVIDE THE SAME ADMINISTRATIVE SERVICES TO THE COMPANY UNDER ITS ADMINISTRATIVE SERVICES AGREEMENT THAT ARE PROVIDED TO AIA FRANCHISE. IN ADDITION, IF THE COMPANY IS REQUESTED BY MULTIPLE FRANCHISEES TO PERFORM UNDER THE GUARANTEE BECAUSE OF AIA FRANCHISE'S FINANCIAL INABILITY TO MEET ITS OBLIGATIONS UNDER ITS FRANCHISE AND RELATED AGREEMENTS, IT IS PROBABLE THAT THE COMPANY WOULD NOT HAVE THE FINANCIAL RESOURCES TO PERFORM UNDER THE GUARANTEE BECAUSE OF (A) THE LIMITATIONS DESCRIBED ABOVE; (B) THE COMPANY'S JOINT AND SEVERAL LIABILITY RESULTING FROM ITS CO-BORROWING ARRANGEMENT UNDER THE CREDIT FACILITY (SEE NOTE 4), WHICH IS SENIOR TO THE COMPANY'S OBLIGATION UNDER THE GUARANTEE; AND (C) SUBSTANTIALLY ALL OF THE COMPANY'S

ASSETS SERVE AS COLLATERAL FOR AMOUNTS BORROWED UNDER THE CREDIT FACILITY BY ALL THREE CO-BORROWERS.

WE ARE UNABLE TO PROVIDE YOU WITH OUR AUDITED FINANCIAL STATEMENTS AS NORMALLY REQUIRED, DUE TO THE LIMITATIONS PLACED BY RULES OF THE U.S. GENERALLY ACCEPTED ACCOUNTING PRINCIPLES (FIN 46-R). FIN 46-R REQUIRES US TO PRODUCE CONSOLIDATED FINANCIAL STATEMENTS WITH YOU, WHICH ENTAILS A DETAILED REVIEW OF YOUR ASSETS AND LIABILITIES AND RESULTS OF OPERATION.

PAYMENT OF THE INITIAL FRANCHISE FEE IS POSTPONED UNTIL AFTER OUR INITIAL OBLIGATIONS ARE COMPLETE AND YOU HAVE BEGUN OPERATING YOUR BUSINESS. SEE ITEM 5.

4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should make sure to do your own investigation of the franchise.

The effective date in California of this California Franchise Disclosure Document is ~~April 7,~~
2011, 2012.

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