

**FRANCHISE SELLER DISCLOSURE FORM**

(APR 18 2013)

1. List who will solicit, offer or sell franchises for the Franchisor in this state:

- A. Name: David Woods
- B. Business address and telephone number;  
800 Winneconne Avenue  
Neenah, Wisconsin 54956  
(920) 886-3700
- C. Present employer,  
Adventures in Advertising Franchise, LLC
- D. Present title;  
Chief Executive Officer and President

E. Employment or occupation during the past 5 years. For each such employment state the name of the employer, position held and beginning and ending dates for each such employment.

Mr. Woods has been our Chief Executive Officer and President since our formation in July 2005. He also has been AIA Corp's Chief Executive Officer since February 2003 and was named its President in March 2004.

2. State whether the person identified in 1 above:

- A. Has an administrative, criminal or material civil action pending against that person alleging a violation of franchise, antitrust or securities law, or alleging fraud, unfair or deceptive practices, or any comparable allegations?

YES       NO

If you answered "yes", please provide:

- 1. Names of the parties:
- 2. Forum, nature and current status of the pending action:
- 3. Case or proceeding identification number:

- B. Had during the 10-year period immediately before the disclosure document's issuance date been convicted of or pleaded nolo contendere to a felony charge; or been held liable in a civil action involving an alleged violation of a franchise, antitrust or securities law, or allegations of fraud, unfair or deceptive practices, or comparable allegations?

YES       NO

If you answered "yes", please provide:

1. Names of the parties:
2. The forum:
3. Case or proceeding identification number:

C. Is subject to a currently effective injunction or restrictive order or decree resulting from a pending or concluded action brought by a public agency and relating to the franchise, or to a Federal, State or Canadian franchise, securities, antitrust, trade regulation or trade practice law.

YES       NO

If you answered "yes", please provide:

1. Name of the person:
2. Public agency or court
3. Case or proceeding identification number:



## FRANCHISE SELLER DISCLOSURE FORM

1 List who will solicit, offer or sell franchises for the Franchisor in this state:

A. Name, Thomas S. Lehr

B Business address and telephone number;  
800 Winneconne Avenue  
Neenah, Wisconsin 54956  
(920) 886-3700

C Present employer;  
Adventures in Advertising Franchise, LLC

D Present title;  
Chief Financial Officer and Treasurer

E Employment or occupation during the past 5 years For each such employment state the name of the employer, position held and beginning and ending dates for each such employment

Mr. Lehr has been our Chief Financial Officer and Treasurer since our formation in July 2005 He also has been AIA Corp's Chief Financial Officer and Treasurer since March 2005 and was its Director of Franchise Support Services from September 2003 until March 2005.

2. State whether the person identified in 1 above:

A. Has an administrative, criminal or material civil action pending against that person alleging a violation of franchise, antitrust or securities law, or alleging fraud, unfair or deceptive practices, or any comparable allegations?

YES  NO

If you answered "yes", please provide:

1. Names of the parties:
2. Forum, nature and current status of the pending action:
3. Case or proceeding identification number:

B Had during the 10-year period immediately before the disclosure document's issuance date been convicted of or pleaded nolo contendere to a felony charge; or been held liable in a civil action involving an alleged violation of a franchise, antitrust or securities law, or allegations of fraud, unfair or deceptive practices, or comparable allegations?

YES  NO

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