

FRANCHISE DISCLOSURE DOCUMENT



ALPHAGRAPHERICS, INC.
a Delaware corporation
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Salt Lake City, Utah 84111
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www.alphagraphics.com

The franchise offered is to operate an AlphaGraphics® Business Center, which offers customized marketing solutions to businesses using data driven, multi-channel communications that may require a blend of design, print, web, mobile and social media services.

The estimated total initial investment necessary to begin operation of a new AlphaGraphics® Business Center franchise is \$258,300 to \$395,900, excluding real estate costs. This includes \$63,000 in initial fees that must be paid to the franchisor or an affiliate. The estimated total initial investment necessary to begin operation of an AlphaGraphics® Business Center franchise under our Conversion Pathway is \$54,500 to \$278,300, excluding real estate costs. This includes \$12,500 in initial fees that must be paid to the franchisor or an affiliate. The estimated total initial investment necessary to begin operation of an AlphaGraphics® AGStudio Sales Office franchise is \$45,500 to \$110,500, excluding real estate costs. This includes \$21,500 to \$31,500 in initial fees that must be paid to the franchisor or an 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 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 the Franchise Development Sales and Support Manager at 215 South State Street, Suite 320, Salt Lake City, Utah 84111 and (800) 955-6246.

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 (FTC). 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 on franchising.

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

The issuance date of this Disclosure Document is October 6, ~~2014~~2014, as amended February 2, 2015.

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 THIS FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit D 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 REQUIRES YOU TO ARBITRATE WITH US EXCLUSIVELY IN UTAH AND GRANTS US THE RIGHT TO LITIGATE IN UTAH. OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY COST YOU MORE TO ARBITRATE OR DEFEND LITIGATION IN UTAH THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT UTAH LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS THE LAWS IN YOUR HOME STATE. YOU MAY WANT TO COMPARE THESE LAWS.
3. SPOUSES OR DOMESTIC PARTNERS WILL BE BOUND BY CONDITIONS OF THE FRANCHISE AGREEMENT, WHICH MAY PLACE THE SPOUSE'S OR PARTNER'S PERSONAL PROPERTIES AT RISK.
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 be sure to do your own investigation of the franchise.

See the next page for state effective dates.

STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document (“FDD”) be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This Franchise Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

<u>State</u>	<u>Effective Date</u>
California	November 26, 2014 2014, as amended _____ (pending)
Hawaii	November 3, 2014 2014, as amended _____ (pending)
Illinois	October 7, 2014 2014, as amended _____ (pending)
Indiana	October 7, 2014 2014, as amended <u>February 2, 2015</u>
Maryland	November 21, 2014 2014, as amended _____ (pending)
Michigan	October 7, 2014 2014, as amended <u>February 2, 2015</u>
Minnesota	November 6, 2014 2014, as amended _____ (pending)
New York	October 22, 2014 2014, as amended _____ (pending)
North Dakota	November 6, 2014 2014, as amended _____ (pending)
Rhode Island	September 30, 2014 2014, as amended _____ (pending)
South Dakota	October 7, 2014 2014, as amended <u>February 2, 2015</u>
Virginia	November 7, 2014 2014, as amended _____ (pending)
Washington	October 15, 2014 2014, as amended _____ (pending)
Wisconsin	October 7, 2014 2014, as amended <u>February 2, 2015</u>

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