

01-05-2011

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## FRANCHISE DISCLOSURE DOCUMENT

*(Single-Outlet Franchise)*



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**American Bodyworks Holdings, Inc**  
1850 SE 17<sup>th</sup> Street, Suite 203  
Fort Lauderdale, Florida 33316  
[www.diversifiedhf.com](http://www.diversifiedhf.com)



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American Bodyworks Holdings, Inc  
a Florida corporation  
1850 SE 17<sup>th</sup> Street, Suite 203  
Fort Lauderdale, Florida 33316  
800-988-4712

The franchised business you will own and operate is an affordable fitness center that sells 1, 2 or 3-year contract terms and non-contract memberships are available with dues payable monthly or cash memberships paid in advance either under the names “American Bodyworks” depending on the size of the center (“Outlet”).

The Initial Franchise Fee varies from \$14,999 for the right to open a single Outlet, \$24,999 for the right to open 4 Outlets and \$34,999 for the right to open up to 8 Outlets (see **ITEM 5**). The estimated initial investment required for an American Bodyworks ranges from \$71,149 to \$245,999 based on equipment lease package and \$134,149 to \$415,499 based on equipment purchase. (See **ITEM 7**).

**American Bodyworks:** American Bodyworks is the premier 24/7 neighborhood club. A neighborhood club a fitness center that is anywhere from 3,000 to 8,000 square feet and can be found in any strip mall in any neighborhood! The best part is that members can use these clubs at anytime they want because they are key access clubs. A Key club is a fitness center where each member has a key card giving them access to the club 24 hours a day ... 7 days a week! Our facilities have a great modern look. Mirrors surround the walls with diamond plate metal beneath them. Strips of blue and red neon line the upper portion of the wall accenting your walls. LCD screen televisions are strategically placed throughout the facility allowing your customers to be entertained in between sets. From your front desk, you can keep an eye on your whole club. We hold a standard that all franchisees must keep their clubs spotless. Shower closets help members feel comfortable at all hours. American Bodyworks is made for the member.

### Regional Developers

Under this program, you will sign a Regional Development Agreement under which we will assign you a defined territory within which you must solicit, recruit, screen and interview prospective franchisees for us, help our franchisees identify and secure sites for American Bodyworks Centers in that territory and provide operational, training and field support to American Bodyworks franchisees whose Centers are located within that territory, both before and after they open their American Bodyworks Centers. The total investment necessary for a Regional Franchise ranges from \$183,250 to \$436,680, which includes a regional franchise fee ranging from \$162,000 to \$360,888, or more, depending upon the population in your territory, which must be paid to the Franchisor. These sums do not represent your total investment in the American Bodyworks regional franchise. You should refer to Items 5 through 7 of this Disclosure Document for further information regarding your investment.

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

You may wish to receive this Franchise Disclosure Document in another format, such as a CD or by e-mail that is more convenient for you. To discuss the availability of this Franchise Disclosure Document in a different format, contact Chuck Spencer, Vice-President.

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

Buying a franchise is a complex investment. The information in this Franchise 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 Franchise 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, N.W., Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://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.

The date of issuance of this Franchise Disclosure Document is October 19, 2009.

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