

FRANCHISE DISCLOSURE DOCUMENT

American Express Travel
Related Services Company, Inc.
200 Vesey Street
New York, NY 10285
212-640-2000
www.AmericanExpress.com



The franchisee will offer limited American Express Travel Services in conjunction with its independently owned and operated travel business.

The total investment necessary to begin operation of the franchise business is \$16,600 to \$54,000. This includes \$3,500 that must be paid to us or our affiliate for your main office plus \$2,500 for each additional branch office, if any, and the first Annual Fee of between \$13,100 to \$45,500 for up to two locations plus \$2,000 for each additional branch office, if any.

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.**

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 and/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: ~~March 30, 2012~~ March 30, 2013
(See State Cover Page for state effective dates.)

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 G 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 RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN NEW YORK. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN NEW YORK THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT STATES THAT NEW YORK 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. YOU WILL NOT RECEIVE AN EXCLUSIVE TERRITORY. WE MAY ESTABLISH OTHER FRANCHISED OR COMPANY-OWNED OUTLETS AT ANY LOCATION THAT MAY COMPETE WITH YOUR FRANCHISED BUSINESS. WE MAY SELL THE SAME PRODUCTS AND SERVICES THROUGH OTHER CHANNELS OF DISTRIBUTION AND UNDER OTHER BRANDS AND TRADEMARKS THAT WE CONTROL.

4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

(See the following page for state effective dates.)

State Effective Dates

STATE	EFFECTIVE DATE
California	December 30, 2011 <u>January 8, 2013</u>
Florida	April 3, 2012
Hawaii	April 9, 2012
Illinois	March 30, 2012
Indiana	March 30, 2012
Kentucky	April 29, 2008
Maryland	April 4, 2012
Michigan	May 1, 2012
Minnesota	April 2, 2012
Nebraska	April 4, 2008
New York	March 30, 2012
North Dakota	March 29, 2012
Rhode Island	April 20, 2012
South Dakota	March 29, 2012
Texas	April 4, 2008
Utah	April 5, 2012
Virginia	April 26, 2012
Washington	April 12, 2012
Wisconsin	March 29, 2012

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