

APR 19 2010



FRANCHISE DISCLOSURE DOCUMENT

ANOTHER BROKEN EGG OF AMERICA, INC. D/B/A "Another Broken Egg Café" 4 "The Broken Egg Café"

Corporate Offices:

36474A Emerald Coast Parkway, Suite #1101, Destin, Florida 32541

Phone: (850) 424-5157 Fax: (850) 424-5905 Website: http://www.anotherbrokenegg.com e-mail address: r.green@anotherbrokenegg.com





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ANOTHER BROKEN EGG OF AMERICA, INC.

a Florida corporation

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http://www.anotherbrokenegg.com E-mail address: r.green@anotherbrokenegg.com

Another Broken Egg Cafés are distinctive, café-style restaurants (a "Café") featuring specialty breakfast, brunch and lunch items consisting of egg and omelet dishes, gourmet waffles, pancakes and French toast, salads, sandwiches, beverages and related menu items for eat-in and take-away service and, where practical, catering and/or homedelivery.

The total investment necessary to begin operation of a franchised Another Broken Egg Café ranges from \$482,000 to \$1,114,500 (see Item 7). This includes an initial franchise fee of \$60,000 that must be paid to Another Broken Egg of America, Inc. (see Item 5).

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, Another Broken Egg of America, Inc. in connection with the proposed franchise sale. Note, however, that no governmental agency has verified the information contained in this Disclosure Document.

The terms of your contract will govern your franchise relationship. Do not 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, DC 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 FTC Disclosure Document: April 7, 2010



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 franchises 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 the State Agency Exhibit for information about Another Broken Egg of America, Inc. 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 ANOTHER BROKEN EGG OF AMERICA, INC. BY ARBITRATION OR LITIGATION ONLY IN FLORIDA. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT OF DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH ANOTHER BROKEN EGG OF AMERICA, INC. IN FLORIDA THAN IN YOUR OWN STATE.
- 2. THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
- 3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Another Broken Egg of America, Inc. may use the services of one or more FRANCHISE BROKERS or referral sources to assist it in selling its franchise. A franchise broker or referral source represents Another Broken Egg of America, Inc., not you. Another Broken Egg of America, Inc. pays this person a fee for selling the franchise or referring you to Another Broken Egg of America, Inc. You should be sure to do your own investigation of the franchise.

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