



ATHLETIC REPUBLIC

2013

Franchise Disclosure Document



YOU'VE JUST OPENED UP SOMETHING BIG. AND THOUGH IT WEIGHS IN AT OVER 200 PAGES, THE SIZE OF THIS BOOK DOESN'T EVEN BEGIN TO COMPARE TO THE SIZE OF THE OPPORTUNITY.

Athletic Republic is the culmination of over 23 years of research and relentlessness. It's a brand built out of a firm belief that there is a better way to train and a better way to reach peak athletic performance. For over two decades we've been backing up that belief by seamlessly integrating science into sports. As we set off on our most aggressive push for expansion, we are actively looking for qualified individuals to help carry our movement further.

- | 130 ATHLETIC REPUBLIC PERFORMANCE SPORTS TRAINING CENTERS WORLDWIDE
- | PATENTED EQUIPMENT, EVIDENCE-BASED TRAINING PROTOCOLS AND COMPREHENSIVE TRAINER DEVELOPMENT PROGRAMS GIVE ATHLETES A COMPETITIVE ADVANTAGE – NATURALLY
- | 800,000 ATHLETES HAVE IMPROVED THEIR SPEED, POWER, AGILITY AND PLAYMAKING SKILLS – INCLUDING 70,000 ATHLETES IN 2012
- | BUSINESS DEVELOPMENT PROGRAMS AND OPERATING SYSTEMS TO ASSIST NEW FRANCHISES
- | A BRAND THAT DEFINES PERFORMANCE SPORTS TRAINING

This offering has been prepared to meet the franchise disclosure requirements defined by each state. It will provide you with the cornerstones of who we are and what we do. Since it's a document drafted by our lawyers for you and your franchise lawyers, it may not bring to life the passion we share for athlete development or the excitement of building a performance sports training business, but we hope it answers many of your initial questions and highlights why Athletic Republic continues to operate as the market innovator and leader.

We look forward to helping you establish your own sports franchise by joining the Athletic Republic team.

FRANCHISE DISCLOSURE DOCUMENT

ACCELERATION PRODUCTS, INC.

a North Dakota corporation
1389 Center Drive, Suite 100
Park City, Utah 84098
435-647-9000

bgorder@athleticrepublic.com
www.athleticrepublic.com



You will operate a training center that provides performance sports training programs to athletes of all ages to maximize their full competitive potential and develop their athletic skills under the Athletic Republic® trademark and other related trademarks.

The total investment necessary to begin operation of an Athletic Republic® franchise offering only the Multi-Sport Program, for training athletes participating in all sports except hockey and figure skating, is \$139,505 to \$498,214. This includes \$92,005 to \$168,364 that must be paid to the franchisor. The total investment necessary to begin operation of an Athletic Republic® franchise offering only the Skating Program, for training athletes participating primarily in hockey and figure skating, is \$189,695 to \$508,995. This includes \$128,145 to \$148,145 that must be paid to the franchisor. The total investment necessary to begin operation of an Athletic Republic® franchise offering the Combination Program, for training athletes participating in all sports, is \$277,234 to \$633,749. This includes \$207,484 to \$232,999 that must be paid to the franchisor.

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 government 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 our Franchise Sales Department, 1389 Center Drive, Suite 100, Park City, Utah 84098, at phone number 435-647-9000.

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. 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: March 25, 2013, provided that in the states identified in Exhibit A with "Effective Dates" this disclosure document shall become effective in each such state on the date set forth in Exhibit A for such state.

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