

FRANCHISE DISCLOSURE DOCUMENT

Atomic Wings Franchisor Inc
a New Jersey Corporation
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www.atomicwings.com

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The franchisee will operate a quick-service restaurant under the name "Atomic Wings" featuring a limited menu of lunch and dinner products, including Buffalo-style chicken wings of varying degrees of spiciness, appetizers, burgers and sandwiches, chili and soups, Mexican food, desserts and beverages for dine-in, delivery and carry-out ("Atomic Wings Restaurant") We also offer a fractional Atomic Wings Restaurant franchise, which is an Atomic Wings Restaurant franchise that is added to an existing business that has been open for at least two years, and an express Atomic Wings Restaurant franchise, which is an Atomic Wings Restaurant franchise that is added to an existing business that has been open for less than two years

The total investment necessary to begin operation of an Atomic Wings standard franchise business is \$191,060 to \$320,455 This includes \$25,000 that must be paid to the franchisor or its affiliate(s) The total investment necessary to begin operation of a fractional Atomic Wings Restaurant is \$8,200 to \$25,300 This includes \$5,000 that must be paid to the franchisor or its affiliate(s) The total investment necessary to begin operation of express Atomic Wings Restaurant is \$8,200 to \$25,300 This includes \$5,000 that must be paid to the franchisor or its affiliate(s)

If you enter into an Area Development Agreement to develop at least three Restaurants, when you sign the Area Development Agreement you will pay a development fee equal to \$5,000 for each standard Atomic Wings Restaurant you commit to open You will not pay a development fee for an express or fractional Atomic Wings Restaurant you commit to open The total investment necessary will vary based on the number of Restaurants to be developed If you commit to open three standard Atomic Wings Restaurants, you will pay a development fee equal to \$15,000 to the franchisor when you sign the Area Development Agreement

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 Adam Lippin, President, Atomic Wings Franchisor Inc at 25 Valley Road, Montclair, NJ 07042, (917) 297-2517

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 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 by calling 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 law on franchising in your state. Ask your state agencies about them.

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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 A 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, EXPRESS FRANCHISE AGREEMENT, FRACTIONAL FRANCHISE AGREEMENT AND DEVELOPMENT AGENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY MEDIATION AND LITIGATION ONLY IN NEW JERSEY. OUT OF STATE MEDIATION AND LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO MEDIATION OR LITIGATE WITH US IN NEW JERSEY THAN IN YOUR OWN STATE
- 2 THE FRANCHISE AGREEMENT, EXPRESS FRANCHISE AGREEMENT, FRACTIONAL FRANCHISE AGREEMENT AND DEVELOPMENT AGENT AGREEMENT STATE THAT NEW JERSEY LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS
- 3 THE FRANCHISOR HAS LIMITED FINANCIAL RESOURCES WHICH MIGHT NOT BE ADEQUATE TO FUND ITS PRE-OPENING OBLIGATIONS TO EACH FRANCHISEE AND PAY OPERATING EXPENSES
- 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

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