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Bella Bridesmaid

Franchise Disclosure Document

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Bella Bridesmaid Franchises, LLC
3001 Bridgeway Ste K #140
Sausalito CA 94965
415-441-8779

e-mail: franchise@bellabridesmaid.com
Website: www.bellabridesmaid.com



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Bella Bridesmaid Franchises, LLC
3001 Bridgeway Ste K #140
Sausalito, CA 94965
(415) 331 1242
e-mail: franchise@bellabridesmaid.com
Website: www.bellabridesmaid.com

The franchisee will operate a boutique that sells bridesmaid's dresses and other bridal apparel.

The total estimated investment necessary to begin operation of Bella Bridesmaid store ranges from \$42,900 to \$192,000. This includes the initial franchise fee that must be paid to the franchisor of \$20,000, \$35,000 or \$50,000 depending on population of the territory. See Item 5 for details.

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.**

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 Bridget Brown at Bella Bridesmaid Franchises, LLC, 3001 Bridgeway Ste K #140, Sausalito CA 94965, (415) 331-1242.

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, 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 1, 2012

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 administrators listed in Exhibit D 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:

EXCEPT AS REQUIRED UNDER THE ILLINOIS FRANCHISE DISCLOSURE ACT, THE MARYLAND FRANCHISE REGISTRATION AND DISCLOSURE LAW, THE FRANCHISE AGREEMENT PERMITS THE FRANCHISEE TO SUE THE FRANCHISOR ONLY IN SAN FRANCISCO COUNTY, CALIFORNIA. IF YOU ARE NOT A CALIFORNIA RESIDENT, OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE OUT OF STATE THAN IN YOUR HOME STATE.

EXCEPT AS OTHERWISE PROVIDED IN THE AGREEMENT, THE MARYLAND FRANCHISE REGISTRATION AND DISCLOSURE LAW, OR AS REQUIRED UNDER THE ILLINOIS FRANCHISE DISCLOSURE ACT, THE FRANCHISE AGREEMENT STATES THAT THE LAW OF CALIFORNIA GOVERNS THE AGREEMENT, WITH CERTAIN EXCEPTIONS REGARDING RESTRICTIVE COVENANTS AND FRANCHISE LAWS. CALIFORNIA LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

PLEASE SEE ADDENDUM TO FRANCHISE DISCLOSURE DOCUMENT IN EXHIBIT G FOR NEW YORK'S REQUIRED DISCLOSURES.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Information about comparisons of franchisors is available. Call the state administrators listed in Exhibit D or your public library for sources of information.

If you learn that anything in this Disclosure Document is untrue, contact the Federal Trade Commission and your state authority listed in Exhibit D of this Disclosure Document.

Registration of this franchise with the state does not mean that the state recommends it or has verified the information in this disclosure document.

FOR THE STATE OF: CALIFORNIA

Chart of State Registrations and Effective Dates located on following page:

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