

FRANCHISE DISCLOSURE DOCUMENT

Bella Bridesmaids Franchise Group, LLC
(an Illinois limited liability company)
1332 North Halsted, Suite 301
Chicago, Illinois 60622
312-339-6025

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B E L L A
B R I D E S M A I D S

Department of
Business Oversight

MAR 30 2015

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San Francisco

As a franchisee, you will operate a showroom providing bridesmaids with stylish, wearable, and modern bridesmaid dresses

The total investment necessary to begin operation of a Bella Bridesmaids franchise is between \$102,900 and \$242,000 This includes \$50,000 that must be paid to the franchisor or an affiliate

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English Read this disclosure document and all 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 availability of disclosures in different formats, contact Bella Bridesmaids Franchise Group, LLC, 1332 North Halsted, Suite 301, Chicago, Illinois, 60622, 312-339-6025

The terms of your contract will govern your franchise relationship Do not rely on this 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 25, 2015

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

THIS FRANCHISE AGREEMENT, LIKE MANY OTHER FRANCHISE AGREEMENTS, DOES 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 PERMITS YOU TO SUE US ONLY IN ILLINOIS 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 ILLINOIS THAN IN YOUR HOME STATE
- 2 THE FRANCHISE AGREEMENT STATES THAT ILLINOIS 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 SOME STATE FRANCHISE LAWS PROVIDE THAT CHOICE OF LAW PROVISIONS ARE VOID OR SUPERSEDED YOU MAY WANT TO INVESTIGATE WHETHER YOU ARE PROTECTED BY A STATE FRANCHISE LAW YOU SHOULD REVIEW ANY ADDENDA OR RIDERS ATTACHED TO THIS DISCLOSURE DOCUMENT FOR DISCLOSURES REGARDING STATE FRANCHISE LAWS
- 3 WE WERE FORMED ON JUNE 25, 2012 AND HAVE A BRIEF OPERATING HISTORY YOU MAY WANT TO CONSIDER THIS WHEN MAKING A DECISION TO PURCHASE THIS FRANCHISE OPPORTUNITY
- 4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

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STATE EFFECTIVE DATES

The following states require that the franchise disclosure document be registered or filed with the state, or be exempt from registration California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin

This franchise disclosure document is registered, on file, or exempt from registration in the following state having franchise registration and/or disclosure laws, with the following effective dates

California	April 14, 2014
Florida	September 10, 2014
Kentucky	October 9, 2012
Louisiana	September 11, 2012
North Carolina	October 7, 2013
Texas	September 7, 2012
Virginia	June 20, 2014
Washington	July 30, 2014

In all of the other states, the effective date of this franchise disclosure document is the issuance date of March 25, 2015

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