

## FRANCHISE DISCLOSURE DOCUMENT

**BRICKHOUSE CARDIO CLUB, Inc.**  
a West Virginia Corporation  
PO Box 8635, South Charleston, WV 25303  
(877) 729-1023

[www.brickhousecardio.com/franchising](http://www.brickhousecardio.com/franchising)  
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This franchise is to operate a fitness studio under the BRICKHOUSE CARDIO CLUB® name.

The total investment necessary to begin operation of a Brickhouse franchise ranges from \$6,350 to \$30,250 (not including initial real estate costs). This includes \$14,900 that must be paid to Brickhouse (financing is available).

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 Brickhouse Cardio Club®, PO Box 8635, South Charleston, WV 25303, (877) 729-1023.

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read your entire 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](http://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 Franchise Disclosure Document is March 1, 2011 as amended June 1, 2013. (See Exhibit D for State Specific Effective Dates.)

## STATE COVER PAGE

Your state may have a franchise law that requires a franchise 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 THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN A DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit E 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION, ARBITRATION, OR MEDIATION ONLY IN WEST VIRGINIA. OUT-OF-STATE ARBITRATION, MEDIATION, OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE, ARBITRATE, OR MEDIATE WITH US IN WEST VIRGINIA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT WEST VIRGINIA LAW GOVERNS THE AGREEMENT. THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. BRICKHOUSE CARDIO CLUB® HAS BEEN FRANCHISING ITS FITNESS STUDIO CONCEPT SINCE 2010, THUS PROVIDING ONLY A LIMITED OPERATING HISTORY.
4. THE FRANCHISEE'S SPOUSE, AND THE SPOUSES OF THE FRANCHISE OWNERS, PARTNERS, SHAREHOLDERS, AS THE CASE MAY BE, ARE REQUIRED TO SIGN A PERSONAL GUARANTEE OF THE FRANCHISE OBLIGATIONS. SUCH SPOUSE(S) IS/ARE JOINTLY AND SEVERALLY LIABLE FOR ALL DEBTS OF THE FRANCHISE, WHETHER OR NOT INVOLVED IN THE OPERATION OF THE FRANCHISED BUSINESS. THIS REQUIREMENT PLACES THE PERSONAL AND MARITAL ASSETS OF THE FRANCHISE OWNERS AND SPOUSES AT RISK.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Brickhouse Cardio Club® does not use the services of any FRANCHISE BROKERS.

EFFECTIVE DATE: See Exhibit D for State Specific Effective Dates.

AGENTS AUTHORIZED TO RECEIVE SERVICE OF PROCESS ARE LISTED IN EXHIBIT D.

REGISTRATION OF THIS FRANCHISE WITH THE STATE DOES NOT MEAN THE STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT. IF YOU LEARN THAT ANYTHING IN THIS DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE APPLICABLE STATE ADMINISTRATOR(S) LISTED IN EXHIBIT E.

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