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SAN FRANCISCO**FRANCHISE DISCLOSURE DOCUMENT**

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U-SWIRL INTERNATIONAL, INC.
(a Nevada corporation)
1175 American Pacific, Suite C
Henderson, Nevada 89074
702-586-8700
info@u-swirl.com
www.u-swirlfrozenyogurt.com; www.u-swirl.com



U-Swirl International, Inc. ("USI") offers franchises for the operation of self-service frozen yogurt stores, which stores may also offer beverages and other frozen products.

The total investment necessary to begin operation of a USI franchise without an Area Development Agreement is from \$360,000 to \$465,000 (these amounts are estimated amounts as specified in Item 7 of this disclosure document). This includes \$25,000 that must be paid to the franchisor or its affiliate.

USI may offer to qualified candidates the right to develop multiple U-Swirl Frozen Yogurt Stores ("U-Swirl Stores") under the terms of an Area Development Agreement. The total investment necessary to begin operation of a USI franchise with an Area Development Agreement is estimated to be from \$360,000 to \$465,000, plus \$5,000 times one less than the minimum number of stores to be developed under the Area Development Agreement (see Items 5 and 7). This includes at least \$25,000 that must be paid to the franchisor or its affiliate.

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 Rico Conte at 1175 American Pacific, Suite C, Henderson, Nevada 89074, and 702-586-8700, e-mail: rico@u-swirl.com.

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.

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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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN NEVADA. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE OR LITIGATE WITH US IN NEVADA THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT STATES THAT NEVADA 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.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

(Note: The agreement provisions referred to in the risk factors may be void under some state franchise laws. See Exhibit J.)

(Note: The states listed in Exhibit A may require registration or filing of this franchise offering. Some of these states may require different or additional disclosures (see Exhibit J) or revisions to the agreements (see the Riders to the applicable agreement(s).)

Effective Date: See the next page for state effective dates.

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