

AUG 13 2014

FRANCHISE SELLER DISCLOSURE FORM

RECEIVED
San Francisco

1 List who will solicit, offer or sell franchises for the Franchisor in this state

A Name Henry ("Hank") Cartwright

B Business address and telephone number

1175 American Pacific, Suite C, Henderson, Nevada 89074, 702-586-8700

C Present employer U-Swirl International, Inc

D Present title President and Chief Executive Officer

E Employment during the past five years For each employment, state the name of the employer, position held, and beginning and ending dates

Since its inception, Mr Cartwright has been the President and Chief Executive Officer of U-Swirl International, Inc From April 2011 to present, he has also been the Chairman of the Board and President of U-Swirl, Inc , f/k/a Healthy Fast Food, Inc From April 2007 to April 2011, he was the Chairman of the Board, President, and Chief Executive Officer of U-Swirl, Inc From November 2005 to March 2007 he was an advisor to U-Swirl, Inc From January 2003 to April 2007 Mr Cartwright was also a private investor located in Henderson, Nevada

2 State whether the person identified in 1 above

A Has an administrative, criminal or material civil action pending against that person alleging a violation of franchise, antitrust or securities law, or alleging fraud, unfair or deceptive practices, or any comparable allegations?

YES _____ NO X

If you answered "yes", please provide

1 Names of the parties

2 Forum, nature and current status of the pending action

3 Case or proceeding identification number

B Had during the 10-year period immediately before the disclosure document's issuance date been convicted of or pleaded nolo contendere to a felony charge, or been held liable in a civil action involving an alleged violation of a franchise, antitrust or securities law, or allegations of fraud, unfair or deceptive practices, or comparable allegations?

YES _____ NO X

If you answered "yes", please provide

- 1 Names of the parties
- 2 The forum
- 3 Case or proceeding identification number

C Is subject to a currently effective injunction or restrictive order or decree resulting from a pending or concluded action brought by a public agency and relating to the franchise, or to a Federal, State or Canadian franchise, securities, antitrust, trade regulation or trade practice law

YES _____ NO X

If you answered "yes", please provide

- 1 Name of the person
- 2 Public agency or court
- 3 Case or proceeding identification number

FRANCHISE SELLER DISCLOSURE FORM

1 List who will solicit, offer or sell franchises for the Franchisor in this state

A Name Ulderico Conte

B Business address and telephone number

1175 American Pacific, Suite C, Henderson, Nevada 89074, 702-586-8700

C Present employer U-Swirl International, Inc

D Present title Executive Vice President, Franchise Development

E Employment during the past five years For each employment, state the name of the employer, position held, and beginning and ending dates

From January 2011 to present, Mr Conte has been the Executive Vice President, Franchise Development of U-Swirl International, Inc ("USI") From April 2011 to present, he has also been the Chief Executive Officer and Interim Chief Financial Officer of U-Swirl, Inc , f/k/a Healthy Fast Food, Inc From January 2011 to April 2011, was the Executive Vice President of U-Swirl, Inc From November 2010 to present, he has also been a director of U-Swirl, Inc From March 2010 to January 2011, Mr Conte was the Vice President, Franchise Development of USI From USI's inception through March 2010, he was the Vice President, Franchise Sales of USI From November 2005 to January 2011, Mr Conte was also the Vice President of Franchise Development of U-Swirl, Inc From November 2008 to April 2009, he was a director of USI

2 State whether the person identified in 1 above

A Has an administrative, criminal or material civil action pending against that person alleging a violation of franchise, antitrust or securities law, or alleging fraud, unfair or deceptive practices, or any comparable allegations?

YES _____ NO X

If you answered "yes", please provide

1 Names of the parties

2 Forum, nature and current status of the pending action

3 Case or proceeding identification number

B Had during the 10-year period immediately before the disclosure document's issuance date been convicted of or pleaded nolo contendere to a felony charge, or

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