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COASTAL ANGLER *Magazine*

FRANCHISE DISCLOSURE DOCUMENT

COASTAL ANGLER MAGAZINE FRANCHISING, INC**A FLORIDA CORPORATION****DBA COASTAL ANGLER MAGAZINE*****"Find Your Outdoors Here"*****1924 S Patrick Drive, Suite 201****Indian Harbour Beach, FL 32937****(321) 777-2773****www.CoastalAnglerMagazine.com**

You will operate and manage a business that produces a monthly print publication designed by Coastal Angler Magazine Franchising, Inc., under the trade name Coastal Angler Magazine within a designated territory

The estimated initial investment ranges from \$30,400 to \$60,750, which includes the following payments made to us or our affiliates: 1) initial franchise fee is \$22,000 for an exclusive territory with a population range of up to 500,000 plus an additional \$500 for each additional 100,000 population, 2) actual cost FOB of 10,000 copies of Coastal Angler Magazine, currently \$1,400, and 3) the training fee, (currently estimated at \$200 per person, per day, plus travel expenses) for each person over the 2 (two) persons included in the initial franchise fee. Although the franchise is designed to operate as a home-based business, the remaining initial investment allowances have been made for office expenses (stated in Item 7 as office equipment, utilities) & working capital for the first 3 months (stated in Item 7 as additional operating funds). There are no other pre-opening purchases that must be paid to us or our affiliates.

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 us, or an affiliate in connection with the proposed franchise sale. **Note, however, that no government 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 the franchise administrator in our home office at the address and telephone number listed above.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read your contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or 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, DC 20580. You can also visit the FTC’s home page at www.ftc.gov for additional information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

ISSUANCE DATE February 28, 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, about other franchisors, 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 FLORIDA. OUT-OF-STATE MEDIATION, ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN FLORIDA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. UPON EXPIRATION OR TERMINATION OF YOUR FRANCHISE, THE FRANCHISOR HAS THE OPTION TO ASSUME YOUR LEASES, AND TO ACQUIRE YOUR ASSETS FOR THEIR FAIR VALUE LESS AMOUNTS OWED TO THE FRANCHISOR.
4. THE CALIFORNIA DEPARTMENT OF BUSINESS OVERSIGHT REQUIRES US TO DEFER PAYMENT OF THE INITIAL FRANCHISE FEE AND OTHER INITIAL PAYMENTS OWED BY FRANCHISEES TO THE FRANCHISOR UNTIL THE FRANCHISOR HAS COMPLETED ITS PRE-OPENING OBLIGATIONS UNDER THE FRANCHISE AGREEMENT.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Effective Date See the next page for the state effective dates

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