

**FRANCHISE DISCLOSURE DOCUMENT**

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MAY 08 2015

Wisconsin Dept of
Financial Institutions

The franchise is offered for the sale, production and application of vehicle description window stickers to facilitate vehicle sales at automobile dealerships and the marketing and sale of various other authorized products and services we authorize to automobile dealerships under the Dealer Specialties International trade name and business system (a “DSI Business” or “Business”).

The total investment necessary to begin operation of a DSI business ranges from \$17,900 to \$44,900. These totals include an initial franchise fee of \$10,000 that must be paid to us.

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.**

The terms of your contract will govern your franchise relationship. Don't 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 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. 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.

Date of Issuance: March 1, 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 THE 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 ONLY IN OHIO AND LITIGATION ONLY IN OHIO. OUT OF STATE 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 OHIO THAN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT OHIO 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.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Effective Date:

TABLE OF CONTENTS

	<u>PAGE</u>
ITEM 1. THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES	4
ITEM 2. BUSINESS EXPERIENCE	5
ITEM 3. LITIGATION	6
ITEM 4. BANKRUPTCY	6
ITEM 5. INITIAL FEES	6
ITEM 6. OTHER FEES	6
ITEM 7. ESTIMATED INITIAL INVESTMENT	8
ITEM 8. RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES	9
ITEM 9. FRANCHISEE'S OBLIGATIONS	11
ITEM 10. FINANCING	11
ITEM 11. FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS AND TRAINING	12
ITEM 12. TERRITORY	17
ITEM 13. TRADEMARKS	19
ITEM 14. PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION	20
ITEM 15. OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS	21
ITEM 16. RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL	22
ITEM 17. RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION	22
ITEM 18. PUBLIC FIGURES	25
ITEM 19. FINANCIAL PERFORMANCE REPRESENTATIONS	25
ITEM 20. OUTLETS AND FRANCHISEE INFORMATION	26
ITEM 21. FINANCIAL STATEMENTS	35
ITEM 22. CONTRACTS	35
ITEM 23. RECEIPTS	35
EXHIBITS:	
A State Regulatory Authorities and Agents for Service of Process	
B Table of Contents to Confidential Operations Manual	
C List of Franchisees	
D Financial Statements	
E Franchise Agreement including the following Schedules:	
Schedule One: Personal Guaranty of owner/Shareholder	
Schedule Two: Additional franchise Release Agreement	
Schedule Three: Resale/Renewal Termination By Release	
Schedule Four: Compensation Plan	
F Special State Requirements	
G Receipts	

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