

FRANCHISE DISCLOSURE DOCUMENT



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JUN 27 2014

Dept of Business Oversight

ECC Franchise Inc
a California corporation
1970 South Coast Highway Laguna Beach CA 92651
Direct Line (949) 715 5100
www E Cig City com
aaron@e cig city com

The Franchise offered is for the operation of a retail store that sells electronic cigarettes and accessories. This service oriented business is geared towards educating customers and providing them with a wide selection of different types of electronic cigarettes e liquid flavors accessories and related parts sold either individually or in complete sets under the name E Cig City™. The Initial Franchise Fee is \$7,500 with the right to operate in a specific area as defined by us. Additional franchises will be available for a reduced fee of \$4,000 per Franchise if you meet certain requirements described in the Franchise Agreement. The total investment necessary to begin operation of an E Cig City™ Franchise ranges from \$55,000 to \$131,900 which will depend on a number of factors that are fully discussed in Item 7. This includes the Initial Franchise Fee of \$7,500 (as discussed in Item 5) that must be paid to the Franchisor or affiliate.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read the 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

Linh Hong Nguyen (Shaeffer) CEO
ECC Franchise Inc
1970 South Coast Highway
Laguna Beach CA 92651
(949) 715 5100

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 contracts 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 <http://www.ftc.gov> for

additional information Call your state agency or visit your public library for other sources of information on franchising

We currently do not engage the services of franchise brokers

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

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STATE COVER PAGE

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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 B 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 CALIFORNIA OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES IT MAY ALSO COST MORE TO ARBITRATE WITH ECC FRANCHISE INC IN CALIFORNIA THAN IN YOUR HOME STATE**
- 2) **THE FRANCHISE AGREEMENT STATES THAT CALIFORNIA LAW GOVERNS THE AGREEMENT AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LAWS IN YOUR STATE YOU MAY WANT TO COMPARE THESE LAWS**
- 3) **THE DISCLOSURE DOCUMENT IS PROVIDED FOR YOUR OWN PROTECTION AND CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT**
- 4) **WE CURRENTLY DO NOT ENGAGE THE SERVICES OF FRANCHISE BROKERS**
- 5) **YOUR TERRITORY IS NOT EXCLUSIVE BUT A PROTECTED AREA AS FUTHER DESCRIBED UNDER SECTION 12 TITLED TERRITORY**
- 6) **THE FRANCHISEE S SPOUSE MUST SIGN A PERSONAL GUARANTY MAKING SUCH SPOUSE JOINTLY AND SEVERALLY LIABILE FOR THE OBLIGATIONS UNDER THE FRANCHISE AGREEMENT WHICH ALSO PLACES THE SPOUSES PERSONAL ASSETS AT RISK YOU MAY WANT TO CONSIDER THIS WHEN MAKING A DECISION TO PURCHASE THIS FRANCHSE OPPORTUNITY**

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