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FRANCHISE DISCLOSURE DOCUMENT

(Single-Outlet Franchise and Development Rights)



EnduranceHouse™

running • triathlon • swimming

Endurance House International, LLC
1701 Deming Way #102
Middleton, Wisconsin 53562
Phone: (608) 831-0338
Fax: (608) 831-0338
joshorn@endurancehouse.com
www.endurancehouse.com

FRANCHISE DISCLOSURE DOCUMENT

Endurance House International, LLC
an Arizona limited liability company
1701 Deming Way #102
Middleton, Wisconsin 53562
Phone: (608) 836-9084
Fax: (608) 831-0338
josborn@endurancehouse.com
www.endurancehouse.com



The franchised business you will own and operate is a retail store with a special system relating to selling high-end running, triathlon, swimming and other athletic apparel, equipment and merchandise under the trade name "Endurance House".

The total investment necessary to begin operation of an Endurance House Franchise is from \$373,500 to \$669,500. This includes \$24,000 to \$30,000 that must be paid to us or our affiliate.

We also offer to certain qualified persons rights to develop a number of Endurance House Franchises within a given exclusive Development Area in accordance with a Development Schedule under an Endurance House Development Agreement. The Development Fee is equal to \$10,000 times the number of Outlets you agree to open that you must pay to us. You must purchase your first Endurance House Franchise at the time you purchase Development Rights. A portion of the Development Fee is credited against the Initial Franchise Fee for each Endurance House Franchise that you develop.

This Franchise Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read this Franchise Disclosure Document and all accompanying agreements carefully. You must receive this Franchise 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 or grant. **Note, however, that no governmental agency has verified the information contained in this Franchise Disclosure Document.**

You may wish to receive this Franchise Disclosure Document in another format that is more convenient for you. To discuss the availability of this Franchise Disclosure Document in a different format, contact Jamie Osborn at 1701 Deming Way #102, Middleton, Wisconsin 53562 and (608) 836-9084

The terms of your contract will govern your franchise relationship. Don't rely on this Franchise Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Franchise Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Franchise 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 Franchise 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, N.W., 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.

The date of issuance of this Franchise Disclosure Document is July 1, 2011.

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