

FRANCHISE DISCLOSURE DOCUMENT

ENTOURAGE
clothing and gifts

Entourage Clothing Franchising, Inc.
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We grant franchises known as “Entourage Clothing & Gifts,” a retail store specializing in affordable, yet fashionable women’s attire. Our stores offer customers a selection of clothing, shoes and accessories for women. We also sell Gameday clothing which is worn to college football events. All Gameday items are tailored to the exact colors of the main collegiate football team located closest to the specific store. Our stores are targeted to young women but also appeal to females from their teens through their adult years.

The total investment necessary to begin operation of an Entourage Clothing & Gifts franchise ranges from \$279,675 to \$467,300. The total investment includes the initial franchise fee of \$25,000 for a franchise.

Area developers must pay Entourage Clothing Franchising, Inc. a fee of \$12,500 for each Entourage Clothing & Gifts Store scheduled to be developed under the Area Development Agreement and subsequently pay an additional \$12,500 upon execution of the franchise agreement for each such Entourage Clothing & Gifts Store.

This Disclosure Document (“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 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 Ms. Kathrine E. Nichols-Vowell at Entourage Clothing Franchising, Inc., 8801 Macon Highway Unit 5, Athens, Georgia 30605, telephone: (770) 656-4017.

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 contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or an accountant.

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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 (“FTC”). 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. 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.

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STATE COVER PAGE

Your state may have a franchise law that requires a franchise 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 D 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 PERMITS THE FRANCHISOR TO ENFORCE ITS RIGHTS IN THE APPROPRIATE COURTS LOCATED IN ATHENS-CLARKE COUNTY, GEORGIA. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT. IT ALSO MAY COST MORE TO SUE THE FRANCHISOR IN GEORGIA THAN IN YOUR HOME STATE.**
- 2. THE FRANCHISE AGREEMENT STATES THAT GEORGIA 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. THE FRANCHISOR'S PROPRIETARY MARKS ARE NOT REGISTERED WITH THE U.S. PATENT AND TRADEMARK OFFICE BUT THE COMPANY HAS APPLIED FOR SUCH REGISTRATION. IN THE EVENT THAT THE COMPANY CANNOT ACHIEVE REGISTRATION OF ITS PROPRIETARY MARKS WITH THE U.S. PATENT AND TRADEMARK OFFICE, YOU MAY BE FORCED TO CHANGE YOUR TRADE NAME AND MARK, EVEN AFTER YOU HAVE OPENED FOR BUSINESS. IN SUCH EVENT, YOU MUST CHANGE, AT YOUR EXPENSE, ALL SIGNS, MARKETING LITERATURE AND OTHER MATERIALS WHEN THE COMPANY INDICATES TO YOU THAT A NEW PROPRIETARY NAME AND MARK HAS BEEN REGISTERED WITH THE U.S. PATENT AND TRADEMARK OFFICE.**

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