

FRANCHISE DISCLOSURE DOCUMENT EXPENSE REDUCTION ANALYSTS®, INC. A California corporation 5050 Avenida Encinas Suite 200 Carlsbad, California 92008 Telephone: (760) 712-3600 Fax: (760) 712-3700 URL: www.expensereduction.com URL: www.findextraprofit.com

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Expense Reduction Analysts

The franchisee will operate an Expense Reduction Analysts® Consulting Practice that helps client organizations reduce on-going business expenses, such as those incurred for printing, freight, equipment maintenance, courier service, telecommunications, janitorial service and office supplies.

The total investment necessary to begin operation of an Expense Reduction Analyst Consulting Practice ranges from \$66,100 - \$88,250. This amount includes \$59,900 which must be paid directly to the franchisor.

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 payments 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 <u>Teresa TerrelJames Schmitt</u>, 5050 Avenida Encinas, Suite 200, Carlsbad, California 92008, JSchmitt@expensereduction.comtterrel@expensereduction.com.

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 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 listed on Exhibit A 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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THE ISSUANCE DATE OF THIS DISCLOSURE DOCUMENT IS MARCH 15, 2012 AS AMENDED ON JULY 12, 2012.

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STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Documents be registered or filed with the state or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This Franchise Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

| California | |
|--------------|----------------|
| Hawaii | March 29, 2012 |
| Illinois | March 27, 2012 |
| Indiana | April 9, 2012 |
| Maryland | |
| Michigan | May 15, 2012 |
| Minnesota | March 28, 2012 |
| New York | April 4, 2012 |
| Rhode Island | |
| South Dakota | March 28, 2012 |
| Virginia | April 9, 2012 |
| Washington | April 6, 2012 |
| Wisconsin | March 19, 2012 |

In all other states, the effective date of this Franchise Disclosure Document is the issuance date of March 15, 2012, as amended on July 12 2012.

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