

FRANCHISE DISCLOSURE DOCUMENT

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OOC, Inc. d/b/a Extreme Pizza
A California Corporation
1062 Folsom Street, Ste. 100
San Francisco, California 94103
Telephone: (866) 695-5595
todd@extremepizza.com
www.extremepizza.com

Franchisor franchises the right to operate a restaurant under the name "EXTREME PIZZA™."

The total investment necessary to begin operating a single Franchised Restaurant ranges from \$209,200 to \$462,500. This includes the \$30,000 initial franchise fee payable to OCC, Inc. or its affiliate(s) before opening.

Franchisor also offers to qualified individuals the right to operate multiple Franchised Restaurants under an Area Development Agreement. The total investment necessary to begin operating an Area Development Business will vary depending upon the number of Franchised Restaurants we agree you will open in your designated territory (the "Development Area"). For example, the estimated initial investment for an Area Development business that provides for the opening of three Franchised Restaurants is \$226,700 to \$480,000. You must pay the full initial franchise fee for your first Franchised Restaurant (\$30,000), and 1/2 of the initial franchise fee for each additional Franchised Restaurant we allow you to open in the Development Area when you sign the Area Development Agreement ("Area Development Fee") that must be paid to OOC, Inc. or its affiliate(s). The remainder of the initial franchise fee for each additional Franchised Restaurant shall be due and payable when you sign a franchise agreement for the additional Franchised Restaurant.

Franchisor also offers to qualified individuals the right to be an Area Representative and recruit franchisees to own and operate Franchised Restaurants, provide support services to franchisees within a given territory ("Territory"), as well as open your own Franchised Restaurants. The total initial investment necessary to begin operating an Area Representative Business ranges from \$119,500 to \$1,085,500 which includes the Area Representative Fee of \$0.05 to \$0.20 per person within your Territory, that must be paid to OOC, Inc., or its affiliate(s), before opening your Area Representative Business.

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 fourteen (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 our corporate office at 1062 Folsom Street, Ste. 100, San Francisco, California 94103, or via telephone at (866) 695-5595.

OOC, Inc. d/b/a Extreme Pizza
2012 Franchise Disclosure Document

The terms of your Single Unit Franchise Agreement, Area Development Agreement, and Area Representative Agreement, as applicable, will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contracts. Read all of your contracts carefully. Show your contracts 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 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 Issue Date of this Franchise Disclosure Document ("FDD") is: April 3, 2012

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 THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit A to this Franchise Disclosure Document 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. AT OUR OPTION, THE FRANCHISE AGREEMENT, AREA DEVELOPMENT AGREEMENT, AND AREA REPRESENTATIVE AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY MEDIATION ONLY IN SAN FRANCISCO, CALIFORNIA. OUT-OF-STATE MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE WITH US IN CALIFORNIA THAN IN YOUR OWN STATE.
2. ANY DISPUTES WITH US NOT SUBJECT TO MEDIATION MUST BE RESOLVED BY LITIGATION IN SAN FRANCISCO, CALIFORNIA. IT MAY COST YOU MORE TO LITIGATE WITH US IN CALIFORNIA THAN IN YOUR OWN STATE.
3. THE FRANCHISE AGREEMENT, AREA DEVELOPMENT AGREEMENT, AND AREA REPRESENTATIVE AGREEMENT STATE THAT CALIFORNIA LAW GOVERNS THEM. THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
4. WE WILL REQUIRE YOUR SPOUSE (OR, IF YOU ARE AN ENTITY, THE SPOUSE OF ANY SHAREHOLDER) TO SIGN A GUARANTY AND ASSUMPTION OF FRANCHISEE'S OBLIGATIONS CAUSING YOUR SPOUSE (OR THE OWNER'S SPOUSE) TO BECOME INDIVIDUALLY LIABLE FOR ALL OBLIGATIONS OF THE FRANCHISE AND BOUND BY THE RESTRICTIVE COVENANTS, CONFIDENTIALITY PROVISIONS, AND INDEMNIFICATION PROVISIONS OF THE FRANCHISE AGREEMENT, EVEN IF YOUR SPOUSE IS NOT INVOLVED IN THE OPERATION OF THE FRANCHISE BUSINESS. THIS REQUIREMENT PLACES THE PERSONAL ASSETS OF OWNERS AND SPOUSES AT RISK.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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