

FRANCHISE DISCLOSURE DOCUMENT

Franchisor: eyecarecenternetwork, Inc. (a North Carolina corporation)
Principal Address: 2325 Sunset Avenue
Rocky Mount, North Carolina 27804
Telephone: (252) 451-5300



The franchisor, and its affiliate, eyecarecenter, O.D., P.A., has developed a program and concept of special marketing and advertising methods for optometry services under a system called “eyecarecenter System”. The eyecarecenter System is offered for use to franchisees along with use of the service mark “eyecarecenter” and associated logo which is licensed to franchisor by the owner thereof with right to sublicense to franchisees of the eyecarecenter System.

The total investment necessary to begin operation of an eyecarecenter System franchise is ranges from \$162,000 to \$491,666. There is no initial franchise fee payment to the franchisor or affiliate.

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 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.**

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.

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.

ISSUANCE DATE:

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1. THE FRANCHISOR, AND ANY PARENTS, PREDECESSORS, AND AFFILIATES

To simplify the language in this Disclosure Document, “ECCN” means eyecarecenternetwork, Inc.

ECCN is a North Carolina corporation with its principal business address at 2325 Sunset Avenue, Rocky Mount, North Carolina 27804. The registered agent of ECCN is Allan L. M. Barker with an address at 2325 Sunset Avenue, Rocky Mount, North Carolina 27804.

ECCN was incorporated on June 11, 2007 for the purpose of continuing the “eyecarecenter System” franchising business previously conducted by eyecarecenter, O.D., P.A. ECCN is commonly controlled with eyecarecenter, O.D., P.A. and the management team of ECCN are also employees of eyecarecenter, O.D., P.A. In 2007, eyecarecenter, O.D., P.A. assigned its existing franchisees to ECCN and licensed ECCN with rights in certain franchise related proprietary marks to sublicense to franchisees. The “eyecarecenter System” is a unique system relating to the promotion of optometry practices, the distinguishing characteristics of which include, without limitation, branding with trademarks and trade dress, special marketing and advertising methods and techniques; all of which may be changed, improved and further developed from time to time.

ECCN does not operate optometry practices of the type being franchised. ECCN has no other business activities other than the franchising of the “eyecarecenter System”. ECCN has developed a program and concept of special marketing and advertising methods for special optometry services. The eyecarecenter System is offered for use to duly licensed optometrists and professional optometry organizations as franchisees along with the use of service mark “eyecarecenter” and the logo. The eyecarecenter System markets professional optometry services through duly licensed franchisees in the general eyecare markets. The professional services provided by the franchisees are through developed markets without any limitation to any particular group of consumers and services are not seasonal in nature. Franchisees of the “eyecarecenter System” are regulated by various laws specific to the health care industry, including Medicare, and are further governed by the state regulatory boards in the states in which the optometry franchisee practices. The optometry field of practice is extremely competitive with numerous individual providers, regional optometry practices, and retail providers of optometry and optical goods and services actively soliciting patients throughout the franchise area.

eyecarecenter, O.D., P.A. (formerly Optometric Eye Care Center, P.A.) franchised the “eyecarecenter” concept as early as 1986 and presently operates company owned optometry practices in various locations throughout the franchise territory. eyecarecenter, O.D., P.A. has conducted a professional optometry practice since 1976. Neither ECCN or eyecarecenter, O.D, P.A. has offered franchises in other lines of business.

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