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April 12, 2013

DEPARTMENT OF CORPORATIONS  
REVENUE DIVISION - LOS ANGELES - CA

VIA UPS

APR 12 2013

Ms Theresa Letts  
Corporations Counsel  
California Department of Corporations  
320 West 4<sup>th</sup> Street, Suite 750  
Los Angeles, CA 90013-2344

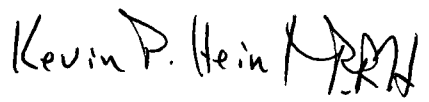
**Re: G'Day! Pet Care, LLC**  
**File No. 993-6178**  
**Advertising Material Filing**

Dear Theresa

Enclosed for review are marketing materials which G'Day! Pet Care, LLC intends to use to solicit prospective franchisees in California

If you have any questions or comments, please don't hesitate to contact me Thank you for your consideration

Sincerely,

**FAEGRE BAKER DANIELS LLP**

Kevin P Hein

KPH pjrh  
Enclosures

## The email we send after speaking with a candidate:

**G'day** ,

I enjoyed speaking with you today and look forward to assisting you in your review of G'day! Pet Care.

You can learn more about us on our website :[www.GdayPetCare.com](http://www.GdayPetCare.com)

Attached is our business overview explaining our place in the pet industry and a snapshot of what we do.

Links to more info on our website include:

Details about our foods:

[G'day! Pet Care Foods](#)

You can see how we compare to national brands by clicking on the Pet Food Comparison Guide link in that section. For dogs, we have a grain-free line.

You can peruse our website to see the variety of offerings under "Services", such as the pet care services:[Pet Care Services](#) G'day! owners can customize their services to fit what best suits their market.

And the many informative articles we have in our "Care Tips" section:

[Care Tips](#)

Here are some testimonials from customers:

[Testimonials](#)

Each franchise owner has their own web pages on our national site detailing their specific business and offerings. Here is our Lakewood, Colorado owner's pages, details about them can be seen clicking on the links in the left column:[G'day! Pet Care Lakewood CO](#)

There are several steps we will go through to decide if this is the 'right fit' for you. At each step we will provide detailed information and any answers you may need about the business. Here is a summary of the steps we will cover:

- 1. G'day! Pet Care Application:** You fill out a franchise application. There is no obligation in filling out the application and all information is confidential. An application is attached.
- 2. Franchise Disclosure Document (FDD) Review:** You receive this legal document which is a breakdown of the financial investment, expectations, and terms and conditions of being a G'day! franchisee, as well as all our corporate details. It will help you to answer many questions about the business.
- 3. Worksheet, Products and Services:** We send you information on our premium dog and cat foods as well as other products, and their suggested retail pricing along with suggested services pricing so you can start to make your business projections.

**4. Territory Map:** We work with you to define the boundaries of your exclusive service area. Looking at figures such as households, dog populations, median incomes, and number of veterinarians present (vets are great as a referral source), we examine the demographics of the area to ensure that the business has the optimal opportunity to grow and succeed.

**5. Operations Systems:** We will give you an online presentation and Q & A of the operations systems used to run the business and employee management.

**6. Marketing:** We will discuss the various types of clients that use our services and how best to market the business, both initially and on an on-going basis.

**7. Validations with Owners:** After reviewing the information in the previous steps, you will be ready to speak with our franchise owners about their experiences in the business and how they structure the model for their marketplaces.

**8. CEO Interview:** Our CEO, Bill Marino, looks forward to having a personal interview with each candidate. When you speak with Bill, you will be able to discuss in more detail any questions you may have for the executive team and learn more about the future plans for G'day! Pet Care.

**9. Decision and Acceptance:** After the steps above, you will know if G'day! Pet Care is the right business for your future, and we will know if you are right for the business.

Please let me know if you have more questions or I will await your application to begin our review process.

Cheers,

**Joan Trinka**

*Director of Franchise Development*

**G'day! Pet Care**

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