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FRANCHISE DISCLOSURE DOCUMENT

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Go Roma Franchising, Inc  
A Delaware Corporation  
221 Main Street, Suite 1230  
San Francisco, CA 94105  
(415) 287-1717  
www.goromanet

If you purchase a Go Roma franchise, you will operate a fast casual restaurant under the name “Go Roma” offering artisan pizzas, tossed pastas and other Italian specialties, high-quality hearty soups and seasonal salads using a scratch made approach (“Go Roma Restaurant”)

The total investment necessary to begin the operation of a Go Roma Restaurant is \$552,800 to \$1,503,000, which does not include the cost of buying or renting the business location. This includes \$35,000 that must be paid to us.

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, us or our affiliates 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 PJ Evans, Executive Vice President of Franchise Development at Go Roma Franchising, Inc., 221 Main Street, Suite 1230, San Francisco, CA 94105 and (469) 360-3071.

The terms of your franchise agreement will govern your franchise relationship. Don't rely on the disclosure document alone to understand your franchise agreement. Read all of your franchise agreement carefully. Show your franchise agreement 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 by calling 1-877-FTC-HELP or writing the FTC at 600 Pennsylvania Avenue, NW, Washington, D C 20580. You can also visit the FTC's home page at [www.ftc.gov](http://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 April 13, 2012

## STATE COVER PAGE

Your state may have a franchise law that requires us to register or file with a state administrator before offering or selling franchises in your state. **REGISTRATION OF THIS 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 administrators listed in Exhibit A of this disclosure document or your public library for sources of information about us or 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 and Area Development Agreement permit you to file suit against us only where our principal offices are located, which currently is the State of California. Out of state litigation may force you to accept a less favorable settlement for disputes. It also may cost you more to file suit in the State of California instead of your home state.
2. The Franchise Agreement and Area Development Agreement state that the laws of the State of California govern the agreements and this law may not provide the same protections and benefits as local law. You may want to compare these laws.
3. There may be other risks concerning this franchise.

This disclosure document is for use in all states and the District of Columbia other than Hawaii, North Dakota, South Dakota and Rhode Island. Certain states require franchisors to make additional disclosures related to the information contained in this disclosure document. Those disclosures are contained in Exhibit H to this disclosure document.

The Effective Date. See the next page for state effective dates.

The following states require that the Franchise Disclosure Document 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  
Illinois  
Indiana  
Maryland  
Michigan

Minnesota  
New York  
Virginia  
Washington  
Wisconsin

In all other states, the effective date of this Franchise Disclosure Document is the issuance date of April 13, 2012

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