

FRANCHISE DISCLOSURE DOCUMENT

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a Colorado limited liability company
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DEPARTMENT OF CORPORATIONS
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APR 04 2013



D.O.G. Development LLC franchises the right to operate "CAMP BOW WOW®" businesses offering specialized pet care services through fixed store locations and mobile units, the retail sale of pet food and merchandise, and related services and products.

The total investment necessary to begin operation of a CBW Franchise ranges from \$464,000 to \$631,000. This total investment includes \$55,000 that must be paid to us, or our Affiliates.

This Disclosure Document summarizes certain provisions of the 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 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 the Franchise Sales Department, at D.O.G. Development LLC, 8820 W. 116th Circle, Unit D, Broomfield, Colorado 80021, telephone (877) 700-BARK, or www.campbowwow.com.

The terms of your contract will govern your franchise relationship. Do not rely on the Disclosure Document alone to understand your contract. Read all of your contracts carefully. Show your contracts 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, like "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this Disclosure Document is available through the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Circle NW, Washington, D.C. 20580. You can also visit the FTC's home page at www.ftc.gov for additional information on franchising. 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. You may ask your state agencies about them.

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STATE COVER PAGE

Your state may have a franchise law that requires a franchise 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 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 a franchise:

I. THE FRANCHISE AGREEMENT REQUIRES THAT ALL DISPUTES FIRST BE MEDIATED IN DENVER, COLORADO. IF A DISPUTE IS NOT RESOLVED BY MEDIATION, IT MUST BE SETTLED BY ARBITRATION IN DENVER, COLORADO. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN COLORADO THAN IN YOUR HOME STATE.

II. ANY DISPUTES NOT SUBJECT TO ARBITRATION MUST BE LITIGATED IN COLORADO. IT MAY COST YOU MORE TO LITIGATE WITH US IN COLORADO THAN IN YOUR HOME STATE.

III. THE FRANCHISE AGREEMENT STATES THAT IT IS GOVERNED BY THE LAWS OF THE STATE OF COLORADO. COLORADO LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

IV. IMMEDIATE FAMILY MEMBERS OF FRANCHISE OWNERS MUST SIGN A NONDISCLOSURE AND NON-COMPETITION AGREEMENT AND MAY BE REQUIRED TO SIGN A PERSONAL GUARANTEE PLACING THEIR PERSONAL PROPERTY ASSETS AT RISK.

V. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We may use the services of 1 or more **FRANCHISE BROKERS** or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of this franchise.

See next page for state effective dates.

STATE EFFECTIVE DATES PAGE

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:
Florida:
Hawaii:
Illinois:
Indiana:
Maryland:
Michigan:
Minnesota:
New York:
North Dakota:
Rhode Island:
South Dakota:
Virginia:
Washington:
Wisconsin:

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