

## FRANCHISE DISCLOSURE DOCUMENT



Hooters of America, LLC  
A Georgia Limited Liability Company  
1815 The Exchange  
Atlanta, Georgia 30339  
(770) 951-2040  
franchising@hooters.com  
www.Hooters.com

**RECEIVED**  
APR 29 2014  
**SECURITIES**

The franchisee will operate a Hooters® restaurant that offers a limited menu featuring chicken wings, seafood and burgers, together with beer, wine, and liquor and other food and beverage offerings and merchandise.

The total investment necessary to begin operation ranges from \$1,956,500 to \$3,435,000 for a Hooters restaurant that will be a ground-up, freestanding construction, or \$906,500 to \$2,420,000 for a Hooters restaurant that will be a freestanding conversion or end cap shopping center location. This includes \$88,000 to \$97,000 that must be paid to the franchisor or affiliate (if you do not ask for any extensions prior to opening). We also offer development rights for Hooters restaurants. The fee to enter into a Development Agreement with us is \$15,000 to \$25,000 per restaurant to be developed, and must be paid to the franchisor or affiliate. The \$15,000 to \$25,000 per restaurant development fee will be credited towards the initial franchise fee for each restaurant to be developed.

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.**

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 Hooters of America, LLC's Franchise Department at 1815 The Exchange, Atlanta, Georgia 30339, and (770) 951-2040.

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](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 28, 2014

Hooters of America, LLC (April 28, 2014)

## 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 FRANCHISOR OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.**

Call the state franchise administrator listed in **Exhibit L** for information about the franchisor, 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. **THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN THE STATE IN WHICH THE FRANCHISOR'S PRINCIPAL PLACE OF BUSINESS IS LOCATED AT THE TIME THE ACTION IS INITIATED (WHICH STATE IS CURRENTLY GEORGIA). OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE US IN GEORGIA THAN IN YOUR HOME STATE.**
2. **THE FRANCHISE AGREEMENT STATES THAT GEORGIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
3. **THE UNITED STATES EQUAL EMPLOYMENT OPPORTUNITY COMMISSION (THE "EEOC") FOUND IN SEPTEMBER 1994 THAT CERTAIN ASPECTS OF THE HOOTERS SYSTEM VIOLATE TITLE VII OF THE CIVIL RIGHTS ACT OF 1964. IN MARCH 1996, THE OFFICE OF THE GENERAL COUNSEL FOR THE EEOC UNOFFICIALLY NOTIFIED US THAT THE EEOC DID NOT INTEND TO INSTITUTE LITIGATION AGAINST US OR OUR FRANCHISEES FOR THESE VIOLATIONS. IN APRIL 1996, THE EEOC CLOSED ITS FILE IN THIS MATTER. DESPITE THIS CLOSURE, STATE AGENCIES OR PRIVATE LITIGANTS COULD RELY ON THE EEOC'S FINDINGS TO TAKE ACTION AGAINST US OR OUR FRANCHISEES THAT COULD CAUSE, AMONG OTHER THINGS, CHANGES TO THE HOOTERS SYSTEM. YOU ASSUME THE RISK THAT THE EMPLOYMENT PRACTICES OF YOUR HOOTERS RESTAURANTS MAY BE DEEMED TO VIOLATE TITLE VII OF THE CIVIL RIGHTS ACT OF 1964 AND OTHER LAWS GOVERNING DISCRIMINATION BASED ON GENDER.**
4. **THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

**Effective Date:** See the next page for state effective dates.

### 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:

STATES	EFFECTIVE DATE
California	December 2, 2013
Hawaii	
Illinois	
Indiana	
Maryland	
Michigan	January 7, 2014
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	
Wisconsin	

In all other states, the effective date of this Franchise Disclosure Document is the issuance date of April 28, 2014.

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