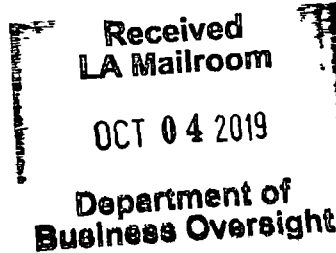
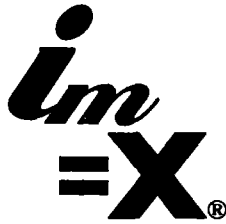


**FRANCHISE DISCLOSURE DOCUMENT**



**The Xercize Studio, LLC**  
A New York Limited Liability Company  
24 West Main Street, #211  
Clinton, CT 06413  
Phone 212 997 5550  
General 800 IMX-1336  
email info@imxpilates.com  
imxpilatesstudio.com | imxpilates.com

IM=X® Pilates and Fitness franchises operate fitness studios that offer Pilates, strength training, back exercise, personal training, cardiovascular exercise and fitness programs in private, semi-private and group settings. We offer two types of franchises. Fitness studio (“Fitness Studio”) franchises offer IM=X® Pilates, Tower/Tower Barre, Cycle/Tower, Barre, Bootcamp, Platform, Jog Board, Back Exercise, Personal Training and Yoga. Back studio (“Back Studio”) franchises offer IM=X® Pilates services and our proprietary back exercise protocols.

The total investment necessary to begin operation of a single Fitness Studio franchise ranges from \$86,000 to \$195,745. This includes \$42,000 that must be paid to the franchisor. The total investment necessary to begin operation of a single Back Studio franchise ranges from \$55,800 to \$115,245. This includes \$30,000 that must be paid to the franchisor. We also sell 2-Pack, 3-Pack and 4-Pack franchises of our Fitness Studio model to qualified franchisees. If you acquire a 2-Pack franchise, then your initial investment will increase by \$28,000, for a 3-Pack franchise, it will increase by \$48,000, and for a 4 Pack franchise, it will increase by \$58,000, which amounts are paid to the franchisor.

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 the 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 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 Elyse McNergney at 24 West Main Street, #211, Clinton, CT 06413 and (212) 997-5550.

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, DC 20580. You can also visit the FTC’s home page at [www.ftc.gov](http://www.ftc.gov) for additional information. In addition, there may also be laws on franchising in your state. Ask your state agencies about them.

**Issuance Date** September 16, 2019

**FOR USE IN:** AL, AK, AZ, AR, CA, CO, CT, DE, DC, GA, FL, ID, IL, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, OH, OK, OR, PA, SC, TN, TX, VT, WV, WA, WY, and U S TERRITORIES

**NOT FOR USE IN:** HI, IN, ND, RI, SD, UT, VA and WI



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## 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 FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit C 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 MEDIATION, ARBITRATION OR LITIGATION ONLY IN CONNECTICUT. OUT OF STATE MEDIATION, ARBITRATION AND LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE, ARBITRATE OR LITIGATE WITH US IN CONNECTICUT THAN IN YOUR OWN STATE.
- 2 THE FRANCHISE AGREEMENT STATES THAT CONNECTICUT 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 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We may use the services of one 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 the franchise.

**Effective Date See next page for state effective dates**



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### STATE EFFECTIVE DATES

The following states require the 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 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

#### Effective Dates for States Requiring Registration and Notice Filings:

STATE	EFFECTIVE DATE
CALIFORNIA	PENDING
HAWAII	NOT REGISTERED
ILLINOIS	PENDING
INDIANA	NOT REGISTERED
MARYLAND	PENDING
MINNESOTA	PENDING
NEW YORK	PENDING
NORTH DAKOTA	NOT REGISTERED
RHODE ISLAND	NOT REGISTERED
SOUTH DAKOTA	NOT REGISTERED
VIRGINIA	NOT REGISTERED
WASHINGTON	PENDING
WISCONSIN	NOT REGISTERED



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