

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, please contact Karen Crouch at Praise IAG Franchisor, LLC, 17691 Mitchell North, Irvine, California 92614 or at (949) 265-0572.

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 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.

Date of Issuance: October 17, 2012, as amended November 30, 2012

STATE EFFECTIVE DATES

The following states require that 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

STATE	EFFECTIVE DATE
California	
Hawaii	
Illinois	
Indiana	
Maryland	
Michigan	
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	
Wisconsin	

In all other states, the effective date of this disclosure document is the issuance date of October 17, 2012, as amended November 30, 2012

advisors who can provide you with legal, business and/or economic guidance, such as a lawyer and/or an accountant.

This Disclosure Document contains a summary of various provisions of our program and the Franchise Agreement and other documents. We have summarized above the main features of our program and further information appears at appropriate points throughout this Disclosure Document. Of course, the descriptions in this Disclosure Document are required to be brief and are for general informational purposes only. In many cases, the Disclosure Document contains only excerpts or summaries of other documents. The actual provisions of these documents will control in any case and you should refer to the Franchise Agreement, Non-Refundable Option Agreement, Area Development Agreement, and other documents for more complete information.

The establishment of any new business, including an It's A Grind Store, involves substantial business risks, which can never be completely eliminated. Those risks may be greater for a relatively young franchise concept and with a franchisor that has limited experience, such as we do. Significant investment beyond that outlined in this Disclosure Document may be required to succeed. Any potential profit and possible success are primarily dependent upon your personal business judgment, your general business ability and efforts as an independent business operator, your financial management, marketing and other skills, as well as your consistent use of the It's A Grind System. We cannot and do not guarantee your success.

ITEM 2 BUSINESS EXPERIENCE

Director: Nabi Saleh

Mr. Saleh has been a member of our Board of Directors since September 2008. He is also the Executive Chairman and Director of our parent, Praise INA and all of its subsidiary entities, located in Irvine, California. Mr. Saleh has held the position of Executive Chairman of GJCI, and of Jireh International Pty Ltd ("Jireh") based in Sydney, Australia, since 1995.

Director: Robert McCullough

Mr. McCullough has been a member of our Board of Directors since July 2009. In addition to Mr. McCullough's duties for us, he is also a Director of Praise INA and all of its subsidiary entities, located in Irvine, California. For more than the previous 10 years, he has been the Managing Director of McCullough & Assoc Pty Limited located in Middle Dural, New South Wales, Australia.

Acting Chief Executive Officer: Neil J. Gill

Group General Manager: James McKaughan

~~Mr. Gill~~ Mr. McKaughan has been our ~~Acting Chief Executive Officer since May 2011~~ Group General Manager since November 2012. In addition to his duties for us, he is also ~~Acting Chief Executive Officer~~ Group General Manager for our ~~affiliate~~ affiliates, GJGCF Corp, and Maranatha, both located in Irvine, California, and has held the position since ~~May 2011~~. Mr. Gill was a Director of both Gloria Jean's and Praise IAG from May 2011 to September 2012. Mr. Gill's duties for us and for GJGCF Corp are through a consulting agreement with Jireh. He was General Manager of Jireh in Sydney, Australia from June 2008 to January 2011, and Head of Operations from April 2002 to June 2008 ~~November 2012~~. Mr. McKaughan has been a consultant at EMMAJAM Pty. Ltd., a management consultant company, based in Sydney, NSW, Australia, since December 2009. From March 2011 to November 2012, he served as the General Manager of Oporto Franchising Pty. Ltd. located in Sydney, NSW, Australia. From September 2007 to March 2010, Mr. McKaughan served as a Regional Manager for Woolworths Ltd. in Sydney, NSW, Australia.

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