

DEPARTMENT OF CORPORATIONS
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JAN 25 2007



Jocks & Jills Franchise & Development, Inc.
a Georgia Corporation
1201 Peachtree St, NE, Suite 1500
Atlanta, Georgia 30361
(404) 892-7967
jocksandjills.com

**INFORMATION FOR PROSPECTIVE FRANCHISEES
REQUIRED BY FEDERAL TRADE COMMISSION**

TO PROTECT YOU, WE HAVE REQUIRED YOUR FRANCHISOR TO GIVE YOU THIS INFORMATION. WE HAVE NOT CHECKED IT, AND DO NOT KNOW IF IT IS CORRECT. IT SHOULD HELP YOU MAKE UP YOUR MIND. STUDY IT CAREFULLY. WHILE IT INCLUDES SOME INFORMATION ABOUT YOUR CONTRACT, DO NOT RELY ON IT ALONE TO UNDERSTAND YOUR CONTRACT. READ YOUR ENTIRE CONTRACT CAREFULLY. BUYING A FRANCHISE IS A COMPLICATED INVESTMENT. TAKE YOUR TIME TO DECIDE. IF POSSIBLE, SHOW YOUR CONTRACT AND THIS INFORMATION TO AN ADVISOR, LIKE A LAWYER OR AN ACCOUNTANT. IF YOU FIND ANYTHING YOU THINK MAY BE WRONG OR ANYTHING YOU THINK IMPORTANT THAT HAS BEEN LEFT OUT, YOU SHOULD LET US KNOW ABOUT IT. IT MAY BE AGAINST THE LAW. THERE MAY ALSO BE LAWS ABOUT FRANCHISING IN YOUR STATE. ASK YOUR STATE AGENCIES ABOUT THEM.

THERE MAY ALSO BE LAWS ON FRANCHISING IN YOUR STATE. ASK YOUR STATE AGENCY ABOUT THEM

**FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580**

CERTAIN STATES REQUIRE FRANCHISORS TO MAKE ADDITIONAL DISCLOSURES RELATED TO THE INFORMATION CONTAINED IN THIS OFFERING CIRCULAR. THESE ADDITIONAL DISCLOSURES ARE FURNISHED TO YOU IN AN EXHIBIT TO THIS OFFERING CIRCULAR.

The date of issuance of this offering circular is: _____

FRANCHISE OFFERING CIRCULAR
FOR PROSPECTIVE FRANCHISEES & AREA DEVELOPERS



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The franchisee will establish and operate a Jocks & Jills Sports Grill, a business that is devoted to dining and sports entertainment in a full service casual dining restaurant environment (referred to as the "Franchised Business" in this Offering Circular). JOCKS & JILLS RESTAURANTS, LLC, a related entity to the franchise company, operates a number of Jocks & Jills restaurants similar to the restaurant being offered to you.

The Initial Franchise Fee for the license to operate a single Franchised Business is \$35,000. The estimated initial investment required for a single Franchised Business ranges from approximately \$1,587,500 to \$2,430,000. This sum does not include rent for the business location.

At its discretion, the franchisor may offer an Area Development Agreement to qualified candidates under whom the area developer would have the right to develop and operate a specified number of Franchised Businesses. The Area Development Fees for Franchised Businesses operated by an Area Developer is: (a) \$35,000 for the first unit to be developed, (b) plus a \$10,000 nonrefundable deposit for each remaining unit to be developed during the subsequent four-year period. The Area Development Fee is due upon signing of the Area Development Agreement. The \$35,000 Initial Franchise Fee less the \$10,000 pre-paid deposit for each remaining Franchised Business under the Area Development Agreement is due upon signing of each individual franchise agreement. For example, at the time of signing an Area Development Agreement to develop four (4) franchises within four (4) years, you would be required to pre-pay a total fee of \$65,000 (\$35,000 for the first franchise, plus a \$10,000 pre-paid deposit for the three remaining franchises to be developed).

Risk Factors (Not applicable in all states - See Exhibit F - State Specific Addendum):

THE FRANCHISE AGREEMENT PERMITS THE FRANCHISEE TO ARBITRATE AND LITIGATE WITH THE FRANCHISOR, ONLY IN THE STATE OF GEORGIA. OUT OF STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE OR LITIGATE WITH THE FRANCHISOR IN THE STATE OF GEORGIA THAN IN YOUR HOME STATE.

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. EVEN THOUGH THE FRANCHISE AGREEMENT PROVIDES THAT GEORGIA LAW APPLIES, LOCAL LAW MAY SUPERCEDE IT IN YOUR STATE. PLEASE REFER TO EXHIBIT F TO THE OFFERING CIRCULAR FOR DETAILS.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Information about comparisons of franchisors may be available. Call the state administrators listed in Exhibit D or your public library for sources of information. Registration of this franchise by a state does not mean that the state recommends it or has verified the information in this Offering Circular. If you learn that anything in this Offering Circular is untrue, contact the Federal Trade Commission and your state authority listed in Exhibit D. Effective Date: See the State Specific Addendum (Exhibit F).

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