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Wisconsin Dept of
Financial Institutions**FRANCHISE DISCLOSURE DOCUMENT**

LOCALS LOVE FRANCHISING, LLC
A South Dakota limited liability company
2329 North Career Avenue, Suite 241
Sioux Falls, SD 57107
(605) 759-4802
localsloveus.com
nathan.schock@localsloveus.com

The franchise offered is for the operation of a Locals Love Us[®] business (a “Business”) in a designated geographic area, which will offer the proprietary Locals Love Us promotional system to local businesses.

The total investment necessary to begin operation of a Locals Love Us business ranges from \$71,510 to \$103,643. This includes a total of \$36,000 that must be paid to us.

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, 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 Nathan Schock at 2329 North Career Avenue, Suite 24, Sioux Falls, SD 57107, telephone (605) 759-4802.

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 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 for additional information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance Date: April 29, 2015

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 D** 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 this franchise:

THE FRANCHISE AGREEMENT REQUIRES THAT ALL DISAGREEMENTS BE MEDIATED IN SIOUX FALLS, SOUTH DAKOTA. IF MEDIATION IS UNSUCCESSFUL, THE FRANCHISE AGREEMENT ALSO REQUIRES THAT ANY CAUSE OF ACTION, CLAIM, SUIT OR DEMAND BE SUBMITTED TO BINDING ARBITRATION IN SIOUX FALLS, SOUTH DAKOTA. IT MAY COST MORE TO ARBITRATE WITH US IN SIOUX FALLS, SOUTH DAKOTA THAN IN YOUR HOME STATE.

THERE MAY BE OTHER RISKS ASSOCIATED WITH THE FRANCHISE.

Effective Dates: See next page for state effective dates

STATE 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.

State	Effective Date
Illinois	April 29, 2015
Indiana	August 15, 2014, as amended April 29, 2015
North Dakota	Pending
Wisconsin	Pending

In the states listed below, the effective date of this disclosure document is the issuance date of April 29, 2015.

Alabama	Louisiana	Ohio
Alaska	Maine	Oklahoma
Arizona	Massachusetts	Oregon
Arkansas	Michigan (8/15/14)	Pennsylvania
Colorado	Mississippi	South Carolina
Connecticut	Missouri	Tennessee
Delaware	Montana	Texas
District of Columbia	Nebraska (8/15/14)	Utah
Florida (9/19/14)	Nevada	Vermont
Georgia	New Hampshire	West Virginia
Idaho	New Jersey	Wyoming
Iowa	New Mexico	
Kansas	North Carolina	

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