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**FRANCHISE DISCLOSURE DOCUMENT**

**2946033 CANADA, INC.**  
**(DBA THE MAD SCIENCE GROUP)**  
**(A Canadian Corporation)**  
**8360 Bougainville Street, Suite 201**  
**Montreal, Quebec, Canada, H4P 2G1**  
**(514) 344-4181**  
**<http://www.madscience.org>**

The franchise will offer children's education and entertainment specializing in interactive science activities and scientific demonstrations.

The total investment necessary to begin operation of a Mad Science franchise (Standard) is \$69,200 to \$80,200. This includes \$48,500 that must be paid to the franchisor. The total investment necessary to begin operation of a Mad Science franchise (Home Based franchise) is \$49,400 to \$60,400. This includes \$34,500 that must be 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 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 on another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Dominique Lachapelle Tim Thomas, 8360 Bougainville Street, Suite 201, Montreal, Quebec, Canada, H4P 2G1, 514-344-4181, ext. 404105.

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.

Date of Issuance: July 21 \_\_\_\_\_, 2011/2012

## 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 ARBITRATION IN MONTREAL, QUEBEC. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN QUEBEC, CANADA THAN IN YOUR OWN STATE.**

**2. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

We 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 is our agent and 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.

You should review any riders or addenda attached to this Disclosure Document for disclosures regarding franchise laws. As a condition of registration, certain state-specific laws and required disclosures may supersede the provisions of this Disclosure Document.

**The Effective Date of this Disclosure Document is July 24 \_\_\_\_\_, 2011-2012, unless otherwise noted on the following page.**

STATE	EFFECTIVE DATE
California	August 8, 2011 Not Yet Effective
Hawaii	Not Registered
Illinois	Not Yet Effective July 29, 2011
Indiana	Not Yet Effective August 3, 2011
Maryland	Not Registered
Minnesota	Not Yet Effective August 7, 2011
New York	Not Yet Effective August 9, 2011
North Dakota	Not Registered
Rhode Island	Not Registered
South Dakota	Not Yet Effective August 2, 2011
Virginia	Not Registered
Washington	Not Yet Effective August 10, 2011
Wisconsin	Not Yet Effective August 8, 2011

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