

## FRANCHISE DISCLOSURE DOCUMENT- INCENTIVE PROGRAM OFFERING

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**PEAK FRANCHISING, INC**  
a California corporation  
210 W Taft Ave  
Orange, California 92865  
(714) 456-0700  
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www.maxmuscle.com



Peak Franchising, Inc, a California corporation, is offering a special incentive franchise program (“**Special Incentive Program**”) solely to existing franchisees who meet our established criteria for participating in the Special Incentive Program. If you qualify to participate in the Special Incentive Program, we will offer you the right to use the trademark “**MAX MUSCLE®**” and related trademarks and service marks, for the development and operation of one or more additional retail outlets that offer proprietary nutritional supplements, proprietary nutraceuticals, and assorted other products that are common in the body-building, health and fitness, nutrition industry (“**Max Muscle Franchise**”)

The total investment necessary to begin operation of a single Max Muscle franchised business is \$96,100 to \$246,300. This includes \$59,100 to \$130,300 that must be paid to the franchisor and its affiliates.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all agreements carefully. You must receive this disclosure document at least 14 days before you sign a binding agreement, or make any payment in connection with the proposed franchise sale or grant. **Note, however, that no governmental 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 the Contracts Administrator at 210 W Taft Ave, Orange, California 92865 and (714) 456-0700.

The terms of your contract will govern your franchise relationship. Do not 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. Information comparing franchisors is available. Call your state agency or your public library for sources of information. 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 FTC. 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.

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

The issuance date **December 22, 2014**

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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 A** 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

**THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY IN CALIFORNIA EXCEPT FOR CERTAIN DISPUTES, WHICH MUST BE LITIGATED IN CALIFORNIA. 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 CALIFORNIA THAN IN YOUR OWN STATE**

**THE FRANCHISE AGREEMENT STATE THAT CALIFORNIA LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS**

**YOU MUST PURCHASE A MINIMUM LEVEL OF PRODUCTS MONTHLY FROM OUR AFFILIATE AT THEIR SET PRICES, EVEN IF THE INVENTORY IS NOT NEEDED. THIS REQUIREMENT RESTRICTS YOUR ABILITY TO ACQUIRE A CHEAPER SUPPLIER AND TO COMPETE WITH OTHER MERCHANTS, WHICH COULD IMPACT YOUR GROSS REVENUE**

**IF YOU DO NOT MEET THE MINIMUM MONTHLY PURCHASE QUOTA, YOUR FRANCHISE MAY BE REVOKED**

**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 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

Please see the following effective date page for effective dates in registration states

**PEAK FRANCHISING, INC  
FRANCHISE DISCLOSURE DOCUMENT EFFECTIVE DATES  
IN DESIGNATED STATES**

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 Franchise Disclosure Document is registered, on file, exempt from registration, or otherwise effective in the following states with franchise registration and disclosure (or business opportunity\*) laws as of the dates listed

California	Effective date	Pending
Florida	Effective date	Not Registered
Hawaii	Effective date	Not Registered
Illinois	Effective date	Not Registered
Indiana	Effective date	Not Registered
Kentucky*	Effective Date	Not Registered
Maryland	Effective date	Not Registered
Michigan	Effective date	Not Registered
Minnesota	Effective date	Not Registered
Nebraska*	Effective date	November 7, 2014
New York	Effective date	Not Registered
North Dakota	Effective date	Not Registered
Rhode Island	Effective date	Not Registered
South Dakota	Effective date	December 8, 2014
Texas*	Effective date	December 8, 2014
Utah	Effective date	Not Registered
Virginia	Effective date	December 12, 2014
Washington	Effective date	Not Registered
Wisconsin	Effective date	Not Registered

In all other states, the Effective Date of this Disclosure Document is **December 22, 2014**

\* Denotes one-time filing

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