

## FRANCHISE DISCLOSURE DOCUMENT

Miracle-Ear, Inc.  
A Minnesota Corporation  
5000 Cheshire Parkway North  
Plymouth, Minnesota 55446  
Telephone: (763) 268-4000  
www.Miracle-Ear.com



Miracle-Ear® franchisees own and operate a hearing aid business using the Miracle-Ear® name and associated trademarks. The Franchisee will sell a complete line of quality hearing aids manufactured for Miracle-Ear, Inc. together with certain related products and Services from its authorized hearing aid centers.

The total investment necessary to begin operation of a MIRACLE-EAR® franchise is from \$119,000 to \$287,500. This includes from \$40,000 to \$50,000 that must be paid to us or an affiliate for an exclusive territory of up to 250,000 persons. This amount may be higher if the size (population) of your exclusive territory is larger.

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 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 our Franchise Administration Department at 5000 Cheshire Parkway North, Plymouth, Minnesota 55446, at phone number 763-268-4000.

The terms of your contract will govern your franchise relationship. Do not rely on this 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, DC 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.

Issuance Date: March 28<sup>th</sup>, 2014 ~~March 28<sup>th</sup>, 2013~~, provided that in the states identified on the States Effective Dates page, this disclosure document shall become effective in each such state on the date set forth for each state.

## 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 K 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 STATES THAT MINNESOTA LAW GOVERNS THE AGREEMENT, EXCEPT WITH RESPECT TO MINNESOTA FRANCHISE LAW WHICH WILL APPLY ONLY TO FRANCHISEES WHO RESIDE OR CONDUCT BUSINESS IN MINNESOTA. IF YOU ARE A NON-MINNESOTA FRANCHISEE, THE FRANCHISE OR BUSINESS OPPORTUNITY LAWS OF THE STATE IN WHICH YOU ARE LOCATED, IF ANY, WILL APPLY. MINNESOTA LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
2. THE FRANCHISE AGREEMENT REQUIRES THAT ANY CAUSE OF ACTION, CLAIM, SUIT OR DEMAND AGAINST MIRACLE-EAR MUST BE BROUGHT IN THE FEDERAL DISTRICT COURT FOR THE DISTRICT OF MINNESOTA OR IN HENNEPIN COUNTY DISTRICT COURT, FOURTH JUDICIAL DISTRICT, MINNEAPOLIS, MINNESOTA. IT MAY COST MORE TO LITIGATE WITH MIRACLE-EAR IN MINNEAPOLIS, MINNESOTA THAN IN YOUR HOME STATE.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

## 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, Florida, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Utah, Virginia, Washington and Wisconsin.

The Franchise Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following state effective dates:

CALIFORNIA	April 2, 2013
FLORIDA	May 11, 2013
HAWAII	May 17, 2013
ILLINOIS	March 28, 2013
INDIANA	March 29, 2013
MARYLAND	April 22, 2013
MICHIGAN	May 4, 2013
MINNESOTA	May 15, 2013
NEW YORK	March 28, 2013
NORTH DAKOTA	April 2, 2013
RHODE ISLAND	April 20, 2013
SOUTH DAKOTA	April 3, 2013
UTAH	June 15, 2013
VIRGINIA	May 15, 2013
WASHINGTON	May 14, 2013
WISCONSIN	March 29, 2013

In all other states, the effective date of this Franchise Disclosure Document is March 28<sup>th</sup>, 2014 ~~March 28<sup>th</sup>, 2013~~.

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