

FRANCHISE DISCLOSURE DOCUMENT

Franchisor: Nutrition Zone Enterprises, Inc., a California corporation
23341 Del Lago Drive
Laguna Hills, CA 92653
949 334.1150

Trademark under which Franchisee will do business



Description of Franchised Business

The business you will conduct as a Nutrition Zone Franchisee is a Nutrition Zone retail store which sells sports nutritional supplements and related items for health conscious customers.

The total investment necessary to begin operation of a Nutrition Zone franchise is between \$132,450 and \$173,750, the total amount of ITEM 7. This includes \$25,000, the total amount of ITEM 5, that must be paid to the Franchisor (See ITEM 5 and ITEM 7 for more detailed information).

Issuance Date: _____

(1) This disclosure document summarizes certain provisions of the 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 pay any fee. You must also receive completed copies of all contracts at least five days before you sign them.

(2) You may have elected to receive an electronic version of your disclosure document. If so, you may wish to print or download the disclosure document for future reference. You have the right to receive a paper copy of the disclosure document up until the time of sale. To obtain a paper copy, contact Mr. Joe Eckstrom, President, Nutrition Zone Enterprises, Inc., located at 23341 Del Lago Drive, Laguna Hills, CA 92653, and by telephone at (949) 334-1150.

(3) Buying a franchise is a complicated investment. The information contained in this disclosure document can help you make up your mind. **Note, however, that the Federal Trade Commission (FTC) has not checked the information and does not know if it is correct.** Information comparing franchisors is available. Call your State agency or your public library for sources of information. Additional information on franchising, such as "A Consumer's Guide to Buying a Franchise," is available from the FTC. You can contact the FTC in Washington, D.C., or visit the FTC's home page at www.ftc.gov for further information. In addition, there may be laws on franchising in your State. Ask your State agencies about them.

(4) You should also know that the terms and conditions of your contract will govern your franchise relationship. While the disclosure document includes some information about your contract, don't rely on it 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.

(5) Federal Trade Commission, Washington, DC 20580

(h) Nutrition Zone Enterprises, Inc.

includes additional disclosures on a separate State cover page, to comply with applicable State pre-sale disclosure laws

STATE COVER PAGE

California has a franchise that requires a franchisor to register with the Commissioner of Corporations before offering or selling franchises in California. 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 your state.

Please consider these RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT PERMITS YOU TO ARBITRATE WITH OR TO SUE NUTRITION ZONE WHERE YOUR FRANCHISE IS LOCATED IF THE DISPUTE IS BETWEEN YOU AND NUTRITION ZONE. IF THE DISPUTE INVOLVES YOU AND OTHER FRANCHISEES AGAINST NUTRITION ZONE, ARBITRATION OR LITIGATION WILL OCCUR ONLY IN THE STATE AND COUNTY WHERE THE PRINCIPAL OFFICE OF NUTRITION ZONE IS LOCATED (CURRENTLY, ORANGE COUNTY, CALIFORNIA). OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE WITH OR TO SUE NUTRITION ZONE IN THE STATE AND COUNTY WHERE THE PRINCIPAL OFFICE OF NUTRITION ZONE IS LOCATED (CURRENTLY, ORANGE COUNTY, CALIFORNIA) THAN IN YOUR HOME STATE. THIS MAY BE SUPERSEDED BY STATE LAW. SEE ADDENDUM, IF ANY, ATTACHED TO THIS FRANCHISE DISCLOSURE DOCUMENT.

2. THE FRANCHISE AGREEMENT STATES THAT CALIFORNIA 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. THIS MAY BE SUPERSEDED BY STATE LAW. SEE ADDENDUM, IF ANY, ATTACHED TO THIS FRANCHISE DISCLOSURE DOCUMENT.

3. THIS IS A NEW FRANCHISE OFFERING AND THE MARKET FOR A NUTRITION ZONE FRANCHISEE'S SERVICES IS NOT WELL DEVELOPED. IT IS SPECULATIVE AND INVOLVES RISK.

4. IF YOU LEARN THAT ANYTHING IN THIS FRANCHISE DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE APPLICABLE STATE AGENCY LISTED IN EXHIBIT A.

5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Effective Date: _____

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