

## FRANCHISE DISCLOSURE DOCUMENT



Ultimate Fitness Group, LLC  
a Delaware limited liability company  
1815 Cordova Road, Suite 206  
Fort Lauderdale, Florida 33316  
(954) 530-6903  
info@orangetheoryfitness.com  
www.orangetheoryfitness.com

The franchise offered is to operate an ORANGE THEORY® Facility under the name "ORANGE THEORY®. ORANGE THEORY® Facilities are health and fitness centers that offer members access to exercise equipment, including cardio and strength equipment in a simple, contemporary atmosphere characterized by our signature, energizing orange color scheme and trade dress.

The total investment necessary to begin operation of an ORANGE THEORY® Facility is \$243,100 to \$482,600. This includes \$29,500 initial franchise fee that must be paid to the franchisor or an affiliate. If this is your second or a subsequent franchise for an ORANGE THEORY® Facility, we reduce the initial franchise fee to \$22,500.

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 in another format that is more convenient for you. To discuss the availability of disclosures in a different format contact Randy Sue Valove, Director of Legal Affairs and Franchise Compliance, or Dan Adelstein, Director of Franchise Sales and Real Estate, at 1815 Cordova Road, Suite 206, Fort Lauderdale, Florida 33316 and (954) 530-6903.

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. 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 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.

The issuance date of this disclosure document is: April 30, 2013

## STATE COVER PAGE

Your state may have 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 you 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 CAN 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 MEDIATION, ARBITRATION OR LITIGATION ONLY IN FLORIDA. OUT-OF-STATE MEDIATION, ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE, ARBITRATE OR LITIGATE WITH US IN FLORIDA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT FLORIDA 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.
3. AS PER THE AUDITED BALANCE SHEET DATED 12/31/2012, ULTIMATE FITNESS GROUP LLC HAD A WORKING CAPITAL DEFICIENCY OF \$451,255.
4. THE FRANCHISOR HAS MINIMUM SALES PERFORMANCE STANDARDS THAT YOU MUST MAINTAIN. YOU MAY WANT TO CONSIDER THIS WHEN MAKING A DECISION TO PURCHASE THIS FRANCHISE OPPORTUNITY.
5. 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.

Effective Dates: See the next page for state effective dates.

(See Exhibit G for state specific addenda and riders)  
(See Exhibit A for state agencies and agents for service of process)

### 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                        |
|--------------|---------------------------------------|
| California   | , 2013                                |
| Hawaii       | , 2013                                |
| Illinois     | . 2013                                |
| Indiana      | , 2013                                |
| Maryland     |                                       |
| Michigan     | Effective 03/19/13                    |
| Minnesota    | , 2013                                |
| New York     | , 2013                                |
| North Dakota |                                       |
| Rhode Island | , 2013                                |
| South Dakota |                                       |
| Virginia     | Effective 09/06/12, amended<br>, 2013 |
| Washington   | , 2013                                |
| Wisconsin    | Effective 03/20/13, amended<br>, 2013 |

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