

FRANCHISE DISCLOSURE DOCUMENT

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The franchised business is a casual, family-oriented breakfast and lunch restaurant operating under the name Over Easy. The total investment necessary to begin operation of an Over Easy franchise is \$300,000.00 to 1,014,500.00. Initial fees of \$40,000 must be paid to the franchisor or affiliate.

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 different formats contact Brad May, at 7330 E. Earll Dr. Suite R, Scottsdale, Arizona 85251 and (480) 946-1336.

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 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.

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ITEM 1 THE FRANCHISOR, AND ANY PARENTS, PREDECESSORS, AND AFFILIATES

To simplify the language in this franchise disclosure document ("Disclosure Document") the terms "Franchisor," "we," or "us" refer to OEIP, LLC, the franchisor. We refer to the purchaser(s) of the franchise, the franchisee, as "you," whether an individual, a partnership, corporation, limited liability company, or other entity.

Franchisor, Parent, and Affiliates

The name of the franchisor is OEIP, LLC. We are an Arizona limited liability company. Our principal business address is 7330 E. Earll Dr. Suite R, Scottsdale, Arizona 85251. We do not conduct business under any other name.

Our predecessors are:

Over Easy Cafe, LLC, whose principal business address is 14529 North 99th Street, Scottsdale, Arizona 85260.

Over Easy Arcadia, LLC, whose principal business address is 4730 E. Indian School Rd. #123, Phoenix, AZ 85018.

Agent for Service of Process

Our agent for service of process is Brad May. His principal business address is 7330 E. Earll Dr. Suite R, Scottsdale, Arizona 85251.

The Franchise Offered

Our predecessor, Over Easy Arcadia, LLC, currently conducts a business of the type being franchised, called Over Easy Arcadia, located at 4730 East Indian School Road, Phoenix, Arizona 85018. We do not offer any franchise other than as described in this Disclosure Document.

As an OEIP, LLC franchisee, you will own and operate a casual, family-oriented breakfast and lunch restaurant called Over Easy. The general market for the restaurants is casual dining. This is an established market, although the restaurant business is highly competitive. You will compete with other companies that offer similar dining options, such as The Good Egg, IHOP, and Denny's.

Applicable Regulations

You must comply with all local, state, and federal laws and regulations that apply to your business' operations. All states have statutes and/or regulations relating to the restaurant industry, including regulations and/or licensing requirements for food handling and operating a food establishment. It is your responsibility to thoroughly investigate the business and all rules, regulations, and licensing requirements in your state before opening your franchise.

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