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FRANCHISE DISCLOSURE DOCUMENT

Parable Franchising, LLC
A California Limited Liability Company
3563 Empleo Street
San Luis Obispo, California 93401
(805) 543-2644
www.parablefranchise.com

Parable franchisees operate Christian retail stores featuring Christ-based books, Bibles, music, gifts, and other merchandise. This Franchise Disclosure Document has been prepared in connection with the offer of franchises to existing retailers of Christian books, music, and the like, who desire to convert their stores to *Parable* stores.

The total investment necessary to convert an existing store to a *Parable* store is \$15,000 to \$240,000.00. This includes \$10,000 to \$12,500 that must be paid to Parable Franchising, LLC or its affiliates.

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 on another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Steven Potratz, 3563 Empleo Street, San Luis Obispo, California, 93401, 805-543-2644, steve.potratz@parable.com.

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.

Date of Issuance: March 26, 2010, as amended July 29, 2010

Parable Franchising, LLC Conversion Franchise Disclosure Document (California)

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 1 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 REQUIRES YOU TO ARBITRATE AND/OR LITIGATE WITH US ONLY IN SAN LUIS OBISPO, CALIFORNIA. REQUIRING YOU TO ARBITRATE OR LITIGATE IN SAN LUIS OBISPO MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE OR LITIGATE IN CALIFORNIA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT CALIFORNIA LAW, WITH SPECIFIED EXCEPTIONS, GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS YOUR LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

The Effective Date of this Disclosure Document is May 13, 2010, as amended September 14, 2010, unless otherwise noted on the following page.

<u>STATE</u>	<u>EFFECTIVE DATE</u>
<u>California</u>	<u>Not yet Effective</u>
<u>Hawaii</u>	<u>Not yet Effective</u>
<u>Illinois</u>	<u>Not yet Effective</u>
<u>Indiana</u>	<u>Not yet Effective</u>
<u>Maryland</u>	<u>Not yet Effective</u>
<u>Minnesota</u>	<u>Not yet Effective</u>
<u>New York</u>	<u>Not yet Effective</u>
<u>North Dakota</u>	<u>Not yet Effective</u>
<u>Rhode Island</u>	<u>Not yet Effective</u>
<u>South Dakota</u>	<u>Not yet Effective</u>
<u>Virginia</u>	<u>Not yet Effective</u>
<u>Washington</u>	<u>Not yet Effective</u>
<u>Wisconsin</u>	<u>Not yet Effective</u>

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