## RECEIVED NEPT OF CORPORATIONS FRANCHISE DISQUESCURE COMENT

DANGERY & CAFE

Paradise Bakery & Café, Inc. 8541 E. Anderson Drive, Suite 105 Scottsdale, Arizona 85255 (480) 889-3890

www.paradisebakery.com

The franchise offered is for a Paradise Bakery & Café that sells freshly baked products, such as cookies, muffins, and croissants, along with gourmet and specialty coffees, as well as approved sandwiches, soups, salads, beverages and other items.

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The total investment necessary to begin operation of Paradise Bakery & Café ranges from \$470,000 - \$870,000 based on an 800 square foot store and ranges from \$965,0001,052,619 - \$1,413,0001, 498,193 for a 4,5004,758 square foot store (excluding real estate and related costs, and landlord allowances), including an initial franchise fee of sixty thousand dollars (\$60,000) payable to us. If you sign an area development agreement to develop a number of Paradise Bakery & Cafés, you also will have to pay a development fee, the amount of which will vary, depending on the factors described in Item 5 of this Disclosure Document.

This disclosure document summarizes certain provisions of your franchise agreement and other agreements and 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 franchise sale. Note, however, that no governmental agency has verified the information contained in this document.

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 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 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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## 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 G 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 ARIZONA LAW GOVERNS THE AGREEMENT. ARIZONA LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
- 2. THE FRANCHISE AGREEMENT REQUIRES THE PARTIES TO ARBITRATE ANY DISPUTES IN ARIZONA. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE A DISPUTE IN ARIZONA THAN IN YOUR HOME STATE.
  - 3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

NOTE: THE FRANCHISE AGREEMENT PROVISIONS REFERRED TO IN THE RISK FACTORS LISTED ABOVE MAY BE VOID UNDER SOME STATE FRANCHISE LAWS AND SOME STATE FRANCHISE LAWS MAY REQUIRE DISCLOSURE OF ADDITIONAL RISK FACTORS OR REVISIONS TO THE AGREEMENTS (SEE EXHIBIT G).

See the following state effective date summary page for state effective dates.

## STATE REGISTRATIONS

The effective date of registration of this Disclosure Document in the states listed below are:

STATE	EFFECTIVE DATE
California	April 6, 20122013
Indiana	March <del>26</del> 25, <del>2012</del> 2013
Oregon Washington	March 22, 20122013
<del>Washington</del> :	April 4, 2012
Wisconsin	March <del>26</del> 25, <del>2012</del> 2013

March 20122013

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