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FRANCHISE DISCLOSURE DOCUMENT OF CORPORATIONS
SAN FRANCISCO

Pizza Factory, Inc., a California corporation which has its principal address at 49430 Road 426, Suite D, P.O. Box 989, Oakhurst, California, 93644, telephone (559) 633-8877. The e-mail address is: pfinc@sti.net; web page address: <http://www.pizzafactory.com>.

A sample of the primary business trademark that is used in the Franchise Business is displayed here:



The Franchisee will operate a pizza and pasta restaurant which offers both sit-down and take-out service and may include delivery service. The total investment necessary to begin operation of a Pizza Factory Franchise ranges from \$137,500.00 - \$426,000.00 for a Pizza Factory - Full-Size, \$111,700.00 - \$249,400.00 for a Pizza Factory - Mid-Size and \$85,700.00 - \$187,900.00 for a Pizza Factory Express. These estimates include an initial payment of between \$24,750.00 - \$25,850.00 to establish a Pizza Factory franchise restaurant that must be paid to Pizza Factory or its affiliate(s). The Franchisee applicant shall pay a fee for a consultation and market feasibility study of \$7,500.00 which shall be applied towards the above-mentioned initial payment in the event that the applicant is accepted and enters into the Franchise Agreement.

The estimated initial investment required may vary, or even exceed this estimate, depending upon the cost of tenant improvements. Also, this sum does not include rent for the business location.

This Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read this Disclosure Document and accompanying Agreements carefully. **Note, however, that no government agency has verified the information contained in this Document.** You must receive this Disclosure Document at least fourteen (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.

The terms of your contract will govern your Franchise relationship. Do not 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 "[Buying a Franchise, A Consumer Guide](#)," which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-777-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 also may be laws on franchising in your state. Ask your state agencies about them.

This Franchise Disclosure Document is issued on September 15, 2012.

FOR USE IN CALIFORNIA ONLY

(DOES NOT APPLY TO PIZZA FACTORY EXPRESS UNITS WHICH ARE TAKEOUT AND DELIVERY ONLY).

5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Information comparing Franchisors is available. For sources of information, call or visit your local public library or call the California Department of Corporations, Securities Regulation Division at any of its offices located in Los Angeles, Sacramento, San Diego and San Francisco.

Registration of this franchise by a state does not mean that the state recommends it or has verified the information in this Disclosure Document. If you learn that anything in the offering is untrue, contact the Federal Trade Commission and the California Department of Corporations at any of its offices.

Effective date: _____, 2012.

THE CALIFORNIA FRANCHISE INVESTMENT LAW REQUIRES THAT A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE BE DELIVERED TOGETHER WITH THE DISCLOSURE DOCUMENT.

THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA. SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.

Revised 9/2012

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