



PortraitEFX Franchising Corporation
A Nevada Corporation
8206-1200 Providence Road, Suite 301
Charlotte, NC 28277-9708
800-765-7561
corporate@portraitefx.com
www.portraitefx.com

**FRANCHISE DISCLOSURE DOCUMENT
FOR PROSPECTIVE FRANCHISEES REQUIRED
BY THE FEDERAL TRADE COMMISSION**

To protect you, we've required your franchisor to give you this information. *We haven't checked it, and don't know if it's correct.* It should help you make up your mind. Study it carefully. While it includes some information about your contract, don't rely on it alone to understand your contract. Read your entire contract carefully. Buying a franchise is a complicated investment. Take your time to decide. If possible, show your contract and this information to an advisor, like a lawyer or an accountant. If you find anything you think may be wrong or anything important that's been left out, you should let us know about it. It may be against the law.

There may also be laws on franchising in your state. Ask your state agencies about them.

FEDERAL TRADE COMMISSION
Washington, D.C.

Date of Issuance: See Chart Below



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You will operate a business providing professional photography services under the name PortraitEFX by (“your name”).

You will pay us an initial franchise fee equal to **\$16,750**, and you will be required to purchase from us, or an approved vendor certain equipment, accessories and software required to operate the Franchised Business.

The total investment necessary to begin operation of a Portrait EFX business ranges from **\$28,373 - 39,810**. See Items 5 and 7 of this Disclosure Document for more information concerning the initial franchise fee and the initial investment.

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 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 Chris Doyle at 800-765-7561 ext 805.

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read your entire 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: See below for state effective dates. This

Disclosure Document is registered or on file in the following states, with registration or filing became effective on the dates listed below:

State	Effective Date
Florida	May 2010
Iowa	April 2010
Kentucky	February 2007 (exemption on file)
Nebraska	February 2007 (exemption on file)
North Carolina	March 2010
Oregon	June 2010
South Carolina	April 2010 (exemption on file)
Texas	August 2006 (exemption on file)
Utah	June 2010
Washington	March 2011
Illinois	
California	September , 2010

RISK FACTORS

1. **THE FRANCHISE AGREEMENT PERMITS YOU TO ARBITRATE WITH US ONLY IN CHICAGO, IL OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT ALSO MAY COST YOU MORE TO ARBITRATE WITH US IN ILLINOIS THAN IN YOUR HOME STATE.**
2. **THE FRANCHISE AGREEMENT STATES THAT, EXCEPT FOR THE POST TERM NONCOMPETE PROVISION, WHICH WILL BE GOVERNED BY YOUR HOME STATE'S LAW, ILLINOIS LAW GOVERNS THE AGREEMENT. THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS YOUR LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
3. **BY NOT HAVING A FEDERAL REGISTRATION FOR THE MARK "PortraitEFX," WE DO NOT HAVE CERTAIN PRESUMPTIVE LEGAL RIGHTS GRANTED BY REGISTRATION.**
4. **THERE MAY BE OTHER RISKS IN BUYING AND OWNING A PortraitEFX FRANCHISE.**

Information comparing franchisors is available. Call your state administrator listed in [Exhibit E](#) or your public library for sources of information.

Registration of this franchise by a state does not constitute approval, recommendation, or endorsement by the state commissioner, nor does it mean that the state recommends it or has verified the information in this Disclosure Document. If you learn that anything in this Disclosure Document is untrue, contact the Federal Trade Commission and your state franchise administrator or consumer protection agency.

MICHIGAN NOTICE

THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES IN FRANCHISE DOCUMENTS. IF ANY OF THE FOLLOWING PROVISIONS ARE IN THESE FRANCHISE DOCUMENTS, THE PROVISIONS ARE VOID AND CANNOT BE ENFORCED AGAINST YOU.

- (a) A prohibition against you joining an association of franchisees.

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