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Department of Corporation
Los Angeles**FRANCHISE DISCLOSURE DOCUMENT**

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

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 **\$20,000** 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 **\$28,573 to \$48,060** 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 April 1, 2012

PortraitEFX Franchise Corporation FDD April 2012

STATE COVER PAGE

Your State may have a franchise law that requires a franchisor to register on 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 A 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 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 NON-COMPETE 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 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

See below for state effective dates. This Disclosure Document is registered or on file in the following states, which registration or filing became effective on the dates listed below.

State	Effective Date
California	Pending
Kentucky	February 2007 (exemption on file)
Nebraska	February 2007 (exemption on file)
New York	Pending
Maryland	Pending
Texas	August 2006 (exemption on file)

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