

**FRANCHISE DISCLOSURE DOCUMENT**

OCT 10 2017

Sacramento Office



**PUMP IT UP HOLDINGS, LLC**  
An Arizona limited liability company  
17767 N Perimeter Drive, Suite B-117  
Scottsdale, AZ 85255  
(480) 371-1200  
(866) 635-0029  
franchisedevelopment@fun-brands.com  
www.pumpitupparty.com

The franchisee will operate an entertainment business under the name “Pump It Up” that features super-sized branded equipment, imagination-based games, merchandise, food and services (“Pump It Up Business”)

The total investment necessary to begin operation of a new Pump It Up Business ranges from ~~\$228,350~~ ~~95,350~~ to ~~\$806,500~~ ~~581,500~~. This includes ~~\$65,000~~ ~~59,000~~ to \$70,000 that must be paid to us or our affiliates. The total investment necessary to begin operation of an existing Pump It Up Franchised Business ranges from \$2,500 to 112,690 not including the purchase price for the existing Pump It Up Franchised Business. This includes \$0 to ~~\$13,190~~ ~~3,190~~ that must be paid to us or our 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 in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Franchise Development, Pump It Up Holdings, LLC at 17767 N. Perimeter Drive, Suite B-117, Scottsdale, AZ 85255 or (480) 371-1200.

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 “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](http://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.

**Issuance Date** March 22, 2017 (amended September 29, 2017)

Effective Date ~~March 22, 2017~~ 2017 (amended September 29, 2017). See the next page for state effective dates

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin

This Franchise Disclosure Document is registered, on file, or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates

<b>State</b>	<b>Effective Date</b>
California	<u>3/28/2017</u>
Hawaii	<u>3/28/2017</u>
Illinois	<u>3/28/2017</u>
Indiana	<u>3/28/2017</u>
Maryland	
Michigan	<u>3/24/2017</u>
Minnesota	<u>4/27/2017</u>
New York	<u>5/15/2017</u>
Rhode Island	<u>6/20/2017</u>
Virginia	<u>4/5/2017</u>
Washington	<u>4/27/2017</u>
Wisconsin	<u>3/24/2017</u>

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