

FRANCHISE DISCLOSURE DOCUMENT

PUMP IT UP

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 **\$109,750 to \$597,171**. This includes **\$10,000 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 **\$22,500 to \$170,500** not including the purchase price for the existing Pump It Up Franchised Business. This includes **\$0 to \$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 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 29, 2019

STATE COVER PAGE

Your state may have a franchise law that requires us to register or file with a state administrator before offering or selling franchises in your state. REGISTRATION OF THIS 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 administrators listed in Exhibit A of this disclosure document for information about us 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. BEFORE YOU CAN SUE PUMP IT UP HOLDINGS, LLC IN A COURT TO RESOLVE ANY DISPUTE, YOU MUST SUBMIT SUCH DISPUTE TO MEDIATION WITH THE AMERICAN ARBITRATION ASSOCIATION. MEDIATION PROCEEDINGS WILL BE CONDUCTED WITHIN 30 MILES OF OUR PRINCIPAL BUSINESS ADDRESS, WHICH CURRENTLY IS IN SCOTTSDALE, ARIZONA. IF THAT DISPUTE IS NOT RESOLVED BY MEDIATION, THE FRANCHISE AGREEMENTS REQUIRE YOU TO SUE US IN THE STATE WHERE OUR PRINCIPAL OFFICES ARE LOCATED. OUT OF STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO SUE US IN THE STATE WHERE OUR PRINCIPAL OFFICES ARE LOCATED RATHER THAN IN YOUR HOME STATE.
2. THE AGREEMENTS STATE THAT ARIZONA LAW GOVERNS THE AGREEMENTS. THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THE SIZE OF YOUR PROTECTED AREA IS DETERMINED AT OUR DISCRETION AND MAY DIFFER SIGNIFICANTLY AMONG FRANCHISEES.
4. YOU MAY FACE COMPETITION FROM COMPETITIVE BRANDS WITHIN YOUR PROTECTED TERRITORY INCLUDING UNITS OPERATED OR FRANCHISED BY OUR AFFILIATE BOUNCEU.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should make sure to do your own investigation of the franchise.

This disclosure document is for use in the District of Columbia and all states except North Dakota and South Dakota. Certain states require franchisors to make additional disclosures related to the information contained in this disclosure document. Those disclosures are contained in Exhibit H to this disclosure document.

Effective Date: **March 29, 2019**. 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: 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:

State	Effective Date
Illinois	
Indiana	
Michigan	
Minnesota	
New York	
Rhode Island	
Virginia	
Washington	
Wisconsin	

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