

## FRANCHISE DISCLOSURE DOCUMENT

RITA'S WATER ICE FRANCHISE COMPANY, LLC  
A Limited Liability Company  
1210 NORTHBROOK DRIVE, SUITE 310  
TREVOSE, PA 19053  
1-800-677-7482  
www.ritasice.com



The franchise offered is a business format franchise for a retail shop offering to the public Franchisor's Italian ice and other approved menu items including soft pretzels and Rita's Old Fashioned Custard frozen custard under the trade name "RITA'S ICE-CUSTARD-HAPPINESS".

The total investment necessary to begin operation of a Rita's franchised business is between \$140,200 and \$379,400. These figures include \$30,000 that must be paid to the franchisor or its affiliate. The total investment necessary to begin operation of an Express Rita's franchised business is between \$100,200 and \$194,900. These figures include \$15,000 that must be paid to the franchisor or its affiliate.

If you enter into an agreement for a Rita's franchised business you will have the opportunity to enter into an agreement to operate a Fixed Location Satellite Unit or a Mobile Satellite Unit. The total investment necessary to begin operation of a Rita's Fixed Location Satellite Unit is between \$83,300 and \$169,450. These figures include \$15,000 that must be paid to the franchisor or its affiliate for the Fixed Location Satellite Unit Agreement. If you chose to operate a Mobile Satellite Unit the total investment necessary is between \$20,900 and \$120,300. These figures include \$10,000 that must be paid to the franchisor or its affiliate for the Mobile Satellite Unit Agreement.

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 Rita's Water Ice Franchise Company, LLC, Franchise Department, at 1210 Northbrook Drive, Suite 310, Trevoese, PA 19053 and (800) 677-7482.

The terms of your contract will govern your franchise relationship. Don't 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 "[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 1-877-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 27, 2013 (See the State Effective Dates for the effective date in your state)

## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or 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 of the disclosure document 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 AGREEMENTS REQUIRE YOU TO ARBITRATE WITH US ONLY IN THE CITY NEAREST TO OUR PRINCIPAL PLACE OF BUSINESS. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT. IT MAY ALSO COST YOU MORE TO ARBITRATE IN PENNSYLVANIA (OR ANOTHER STATE) THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENTS STATE THAT PENNSYLVANIA LAW GOVERNS EACH AGREEMENT, AND THESE LAWS MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. IF AN ARBITRATOR WOULD NOT HAVE JURISDICTION WITH RESPECT TO ANY CLAIM YOU MAY HAVE OR A CLAIM CANNOT BE ARBITRATED AS A MATTER OF LAW, BOTH THE FRANCHISE AGREEMENT AND MULTIPLE SHOP DEVELOPMENT AGREEMENT REQUIRE YOU TO SUE US ONLY IN PHILADELPHIA COUNTY, PENNSYLVANIA. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT. IT MAY ALSO COST YOU MORE TO LITIGATE IN PENNSYLVANIA (OR ANOTHER STATE) THAN IN YOUR HOME STATE.
4. 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 be sure to do your own investigation of the franchise.

Effective Date: (See attached list of state effective dates.)

**State Effective Dates**

<b>STATE</b>	<b>EFFECTIVE DATE</b>
California	December 24, 2012
Florida	_____, 2013
Hawaii	_____, 2013
Illinois	March 29, 2013
Indiana	March 27, 2013
Maryland	April 4, 2013
Michigan	_____, 2013
Minnesota	April 10, 2013
New York	_____, 2013
Rhode Island	April 3, 2013
Utah	October 11, 2012
Virginia	April 6, 2013
Washington	_____, 2013
Wisconsin	March 29, 2013

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