

DEPARTMENT OF CORPORATIONS
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JUL 30 2012

FRANCHISE DISCLOSURE DOCUMENT
ROCKIT BODY FRANCHISE, INC.
A California Corporation
1834 North Sepulveda Boulevard
Manhattan Beach, California 90266
www.rockitbodypilates.com

RockIt Body Franchise, Inc offers franchises for fitness studios that feature unique workout classes, known as the “**RockIt Body Fitness Programs**” The high energy core signature classes take a fun, fresh approach to cardiovascular healthy and full-body physical fitness and are designed to achieve muscle definition, strength, and flexibility quickly and safely RockIt Pilates, a fusion of pilates, cardio, and strength training, is taught on a RockIt-style hybrid reformer, an evolution of the traditional pilates reformer, with unique features that enhance and intensify the workout We offer 2 franchise programs

Single Studio Program. Under this program, you will sign a Franchise Agreement to operate one RockIt Body Studio at a site that we approve that you purchase or lease, customize and equip The total investment necessary to begin operations of one RockIt Body Studio is approximately \$163,839 to \$315,650, which includes \$31,500 to \$32,200 for each Studio that must be paid to us or an affiliate

Area Development Program. Under this program, you will sign an Area Development Agreement under which we will assign you a defined area within which you must develop and operate a specified number of RockIt Body Studios within a specified period of time The total investment necessary to begin operations of 2 - 3 RockIt Body Studios under an Area Development Agreement is approximately \$173,839 to \$325,650 per Studio, which includes \$41,500 to \$42,200 per Studio that must be paid to us or an affiliate

This disclosure document summarizes certain provisions of your Franchise Agreement and other information in plain English Read the 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 payments to the Franchisor, or an affiliate, in connection with the proposed franchise sale **Note, however, that no government 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 Judie Aronson, 1834 North Sepulveda Boulevard, Manhattan Beach, California 90266, franchise@rockitbodypilates.com, (310) 744-1004

The terms of your contract will govern your franchise relationship Don't 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 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 listed on **Exhibit F** 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

THE ISSUANCE DATE OF THIS DISCLOSURE DOCUMENT IS JULY 30, 2012.

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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 THIS FRANCHISE WITH A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT

Call the state franchise administrator listed on Exhibit F 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 AND AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY MEDIATION AND ARBITRATION ONLY IN CALIFORNIA, IN THE COUNTY IN WHICH OUR PRINCIPAL PLACE OF BUSINESS IS LOCATED AT THE TIME THE ACTION IS INITIATED. OUT OF STATE MEDIATION AND ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO MEDIATE AND ARBITRATE WITH US IN CALIFORNIA THAN IN YOUR HOME STATE

2 THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT STATE THAT THE LAW OF THE STATE IN WHICH THE FRANCHISOR HAS ITS PRINCIPAL PLACE OF BUSINESS (WHICH IS CURRENTLY CALIFORNIA) GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS

3 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

Effective Dates: See the Next Page for State Effective Dates

STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Documents 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 state having franchise registration and disclosure laws, with the following effective date

California _____

In all other states, the effective date of this Franchise Disclosure Document is the issuance date of July 30, 2012

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