

## FRANCHISE SELLER DISCLOSURE FORM

1. List the persons who will offer or sell of franchises in this state. For each person state:

- A. Name; Russell Bendel
- B. Business address and telephone number;

17320 Red Hill Ave. Suite 140  
Irvine, CA 92614  
949-851-8881

DEPARTMENT OF CORPORATIONS  
RE' LOS ANGELES OFFICE

JUN 07 2013

- C. Present employer;  
HBG Franchising, LLC

- D. Present title;  
Chief Executive Officer

- E. Employment during the past five years. For each such employment, state the name of the employer, position held, and beginning and ending dates.

Mr. Bendel has been our Chief Executive Officer since March 2013. He has also been Chief Executive Officer of THR since June 2008. From September 2007 to June 2008, he was Chief Operating Officer of The Cheesecake Factory Incorporated in Calabasas, California. From June 1999 to September 2007, he was Chief Executive Officer of Mimi's Café in Tustin, California.

2. State whether the person identified in 1 above:

- A. Has an administrative, criminal or material civil action pending against that person alleging a violation of franchise, antitrust or securities law, or alleging fraud, unfair or deceptive practices, or any comparable allegations?

YES  NO

If you answered "yes", please provide:

- Names of the parties:
- Forum, nature and current status of the pending action:
- Case or proceeding identification number:

B. Had during the 10-year period immediately before the disclosure document's issuance date been convicted of or pleaded nolo contendere to a felony charge; or been held liable in a civil action involving an alleged violation of a franchise, antitrust or securities law, or allegations of fraud, unfair or deceptive practices, or comparable allegations?

YES  NO

If you answered "yes", please provide:

1. Names of the parties
2. The forum
3. Case or proceeding identification number:

C. Is subject to a currently effective injunction or restrictive order or decree resulting from a pending or concluded action brought by a public agency and relating to the franchise, or to a Federal, State or Canadian franchise, securities, antitrust, trade regulation or trade practice law.

YES  NO

If you answered "yes", please provide:

1. Name of the person:
2. Public agency or court:
3. Case or proceeding identification number:

## FRANCHISE SELLER DISCLOSURE FORM

1. List the persons who will offer or sell of franchises in this state. For each person state:

A. Name; Ira Fils

B. Business address and telephone number;

17320 Red Hill Ave. Suite 140  
Irvine, CA 92614  
949-851-8881

C. Present employer;

The Habit Restaurants, LLC

D. Present title,

Chief Finance Officer

E. Employment during the past five years. For each such employment, state the name of the employer, position held, and beginning and ending dates.

Mr. Fils has been our Chief Finance Officer since March 2013. He has also been Chief Finance Officer of THR since August 2008. From January 2003 to July 2008, he was Chief Finance Officer for Mimi's Café in Tustin, California.

- 2 State whether the person identified in 1 above.

A. Has an administrative, criminal or material civil action pending against that person alleging a violation of franchise, antitrust or securities law, or alleging fraud, unfair or deceptive practices, or any comparable allegations?

YES  NO

If you answered "yes", please provide:

1. Names of the parties:
2. Forum, nature and current status of the pending action:
3. Case or proceeding identification number:

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