



FRANCHISE DISCLOSURE DOCUMENT

WILLIAMS LICENSING COMPANY, INC.

A Texas Corporation
2831 Ledbetter Drive
Dallas, Texas 75216
(214) 371-1430
www.williamschicken.net

The franchisee will operate a fast service restaurant specializing in fried chicken and related food and beverage products. The total investment necessary to begin operation of a Williams Chicken restaurant is \$296,000 to \$595,200. This includes the \$25,000.00 that must be paid to the franchisor.

The total initial investment necessary to begin operation of a Williams Chicken restaurant located inside a service station or convenience store (a "C-Store") is \$81,500 to \$179,700. This includes the \$12,500.00 that must be paid to the franchisor.

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 franchised sale. **NOTE, HOWEVER, THAT NO GOVERNMENTAL AGENCY HAS VERIFIED THE INFORMATION CONTAINED IN THIS DOCUMENT.**

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 adviser, 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, N.W., 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.

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Risk Factors:

1. THE FRANCHISE AGREEMENT REQUIRES ANY DISPUTE TO BE SUBMITTED TO NONBINDING MEDIATION AND, IF NONBINDING MEDIATION IS UNSUCCESSFUL, TO LITIGATION IN THE COURTS IN TEXAS. YOU UNDERSTAND THAT OUT OF STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE OR LITIGATE WITH WILLIAMS LICENSING COMPANY, INC. IN TEXAS THAN IN YOUR HOME STATE.

2. THE FRANCHISE AGREEMENT STATES THAT TEXAS LAW GOVERNS THE FRANCHISE AGREEMENT AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS YOUR LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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