



FRANCHISE DISCLOSURE DOCUMENT

YOGURT MOUNTAIN FRANCHISING, LLC

an Alabama Limited Liability Company

402 Industrial Lane

Birmingham, AL 35211

(205) 909-1324 or (205) 909-1321

www.yogurtmountain.com

franchise@yogurtmountain.com

The franchise is to develop, own and operate a retail store featuring self service frozen yogurt and other related products and services under the trademark and name “Yogurt Mountain®.”

The total investment necessary to begin operation of a Yogurt Mountain Store ranges from ~~\$419,000~~ \$320,395 to ~~\$540,500~~ \$501,867. This sum includes ~~the initial franchise fee of \$30,000 payable that must be paid to us or our affiliates.~~ If you want development rights, you must also pay us a development fee equal to \$5,000 for each Yogurt Mountain Store you agree to develop after the first one (for which you will immediately sign a Franchise Agreement and pay the full initial franchise fee). We apply the development fee, in \$5,000 increments, toward the initial franchise fee due as you sign Franchise Agreements (after the first one).

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 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 Yogurt Mountain Franchising, LLC, 402 Industrial Lane, Birmingham, Alabama 35211, ~~(205) 909-1324 or~~ (205) 909-1321.

The terms of your contract will govern your franchise relationship. Don't rely on this 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 30, 2012~~ April 19, 2013

Yogurt Mountain Franchising, LLC

2012 FDD 2013 FDD

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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 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 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 DEVELOPMENT AGREEMENT AND FRANCHISE AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN ALABAMA. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN ALABAMA THAN IN YOUR HOME STATE.

2. THE DEVELOPMENT AGREEMENT AND FRANCHISE AGREEMENT STATE THAT ALABAMA LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS YOUR LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

3. YOUR SPOUSE (OR YOUR OWNERS' SPOUSES, AS APPLICABLE) MUST ALSO SIGN A GUARANTY WHICH PLACES THE SPOUSE'S INTERESTS IN MARITAL ASSETS AT RISK.

4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We may 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 the next page for state effective dates.

STATE EFFECTIVE DATES

The following states require that the Disclosure Document 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 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:

<u>California</u>	not registered
Hawaii	April 9, 2012
Illinois	April 19, 2012
Indiana	March 30, 2012 <u>April 23, 2013</u>
<u>Maryland</u>	
Michigan	March 30, 2012 <u>April 1, 2013</u>
Minnesota	June 26, 2012
New York	June 21, 2012
North Dakota	April 24, 2012
Rhode Island	May 2, 2012
South Dakota	March 30, 2012 <u>April 23, 2013</u>
<u>Virginia</u>	
<u>Washington</u>	
Wisconsin	March 30, 2012 <u>April 22, 2013</u>

In all other states that do not require registration, the effective date of this disclosure document is the issuance date of ~~March 30, 2012~~ April 19, 2013.

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