



Dear Potential Franchisee

Thank you for considering Yogurt Mountain. The next step is to complete our confidential franchise application.

Due to the high level of interest in Yogurt Mountain Franchising, we ask that you complete the application enclosed, and mail to:

Yogurt Mountain
Attn: Franchise Development
402 Industrial Lane
Birmingham, AL 35211

Once we receive your completed documents, we will contact you via e-mail or standard mail. This process should take 2-4 weeks.

Again, thank you for considering Yogurt Mountain for your franchise needs.

Regards,

Brian C. Robinson, CHA
Vice President of Franchising/Operations
robinsonb@yogurtmountain.com



Franchise Application

Confidential



This application does not obligate either party in any manner.

I submit the following information as my complete and true personal and financial condition as of the date shown below. In accordance with the Privacy Act (5 U.S.C. 552 a), Freedom of Information Act and The Fair Credit Reporting Act, I expressly authorize any past or present employer, any law enforcement agency, federal, state or local, or any person who has personal knowledge of my character, work experience or criminal records to release this information to Yogurt Mountain Franchising, Inc. I understand and acknowledge that, as a condition of being considered for a Yogurt Mountain franchise, I must submit to a credit history check to be performed by a credit reporting agency of Yogurt Mountain's choice. I understand that the credit reporting agency will make the results of the credit history check available to Yogurt Mountain and that Yogurt Mountain may use those results in determining whether I will be eligible to own a Yogurt Mountain franchise. If requested by Yogurt Mountain Franchising, Inc. I agree to supply statements from my professional advisors (i.e., banker, broker, accountant or attorney) verifying the assets stated herein, and I also agree to furnish copies of Federal Income Tax Returns as filed for the last five years. I understand that Yogurt Mountain Franchising, Inc., is relying upon all the above information as material factors in considering my application to become a Yogurt Mountain franchisee, and I therefore agree to promptly notify Yogurt Mountain Franchising, Inc. of any material change in any of the above information or any subsequent information provided to Yogurt Mountain Franchising, Inc. In addition, I release all persons from liability as a result of true, accurate information. I also certify that neither I nor any of my funding sources is or has ever been a terrorist or suspected terrorist, or a person or entity described in Section 1 of U.S. Executive Order 13224, issued September 23, 2001, as such persons and entities are further described at the internet Web site www.ustreas.gov/offices/enforcement/ofac. I agree to comply with and/or to assist Yogurt Mountain to the fullest extent possible in Yogurt Mountain's efforts to comply with the above law.

Applicant's Name

Signature

Date



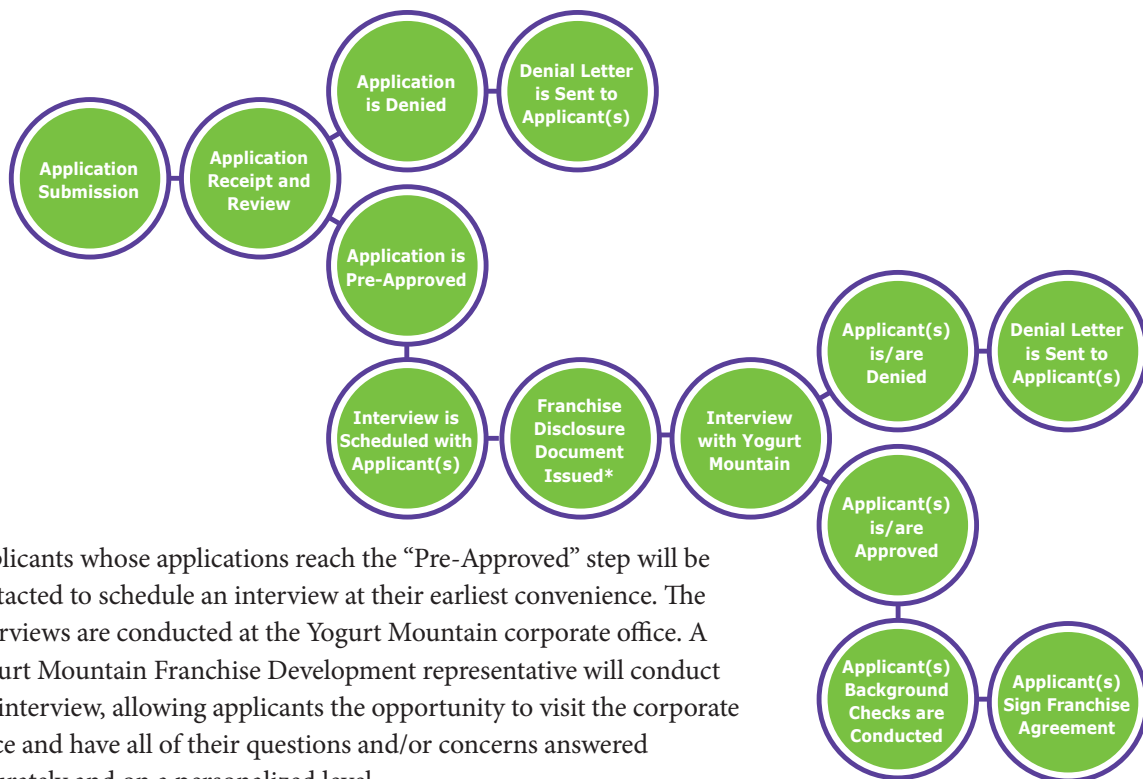
Application Process and Submission Information

Thank you for your interest in owning a Yogurt Mountain franchise. Please fill out this application in its entirety; incomplete applications may be denied or will delay the process. Every partner, associate, officer of the company or any person who will otherwise be involved with owning the franchise must each submit an individual application.

Completed applications must be mailed to:

Yogurt Mountain
Attn: Franchise Development
402 Industrial Lane
Birmingham, AL 35211

Once your application has been submitted you have officially begun the Yogurt Mountain franchising application process, which has multiple steps and is outlined below:



Applicants whose applications reach the “Pre-Approved” step will be contacted to schedule an interview at their earliest convenience. The interviews are conducted at the Yogurt Mountain corporate office. A Yogurt Mountain Franchise Development representative will conduct the interview, allowing applicants the opportunity to visit the corporate office and have all of their questions and/or concerns answered accurately and on a personalized level.

Prior to the interview date, applicants will be provided with Yogurt Mountain’s Franchise Disclosure Document (FDD) which provides detailed and proprietary franchise and company information. *This information is not to be disclosed to any third parties other than the applicant’s financial and legal advisors, and then may be solely for the purposes of evaluating and negotiating a Yogurt Mountain Franchise.

**See attached Non-Disclosure Agreement.*

Personal Information

Name (First, MI, Last)		
Home Phone	Business Phone	Mobile Phone
Address	City	State/Zip
Email Address		
Spouse's Name (First, MI, Last)		
Have you ever been convicted of a felony? If yes, explain. _____		
Have you or your spouse ever declared bankruptcy? If yes, explain. _____		
Of which country are you a citizen?		

Education

Name of college/postgraduate school
Last year completed
Degree
Describe any training in sales, management or retailing: _____

Business Experience

Present Occupation	Position	Dates Employed
Company	Address (City/State/Zip)	
Describe any training in sales, management or retailing: _____		

Previous business experience (List most recent first)

Occupation	Position	Dates Employed
Company	Address (City/State/Zip)	
Describe any training in sales, management or retailing: _____		

Occupation	Position	Dates Employed
Company	Address (City/State/Zip)	
Describe any training in sales, management or retailing: _____		

Business Experience *(Continued)*

Have you ever owned your own business or franchise? If yes, explain.

Have you ever had a business failure? If yes, explain.

Personal Financial Statement INCOME STATEMENT FOR 12 MONTH PERIOD ENDING

Salary, wages, bonus and commissions		\$
Dividends and interest		\$
Other income—specify source, e.g., business profits (self employed), trust, spouse, etc.		\$
TOTAL		\$

Assets		Liabilities	
Cash on hand and in banks	\$	Loans and notes	\$
Vested profit sharing	\$	Accounts payable	\$
Securities, bonds/debentures	\$	Real estate mortgages	\$
Notes and accounts	\$	Debts or Obligations	\$
Mortgages receivable	\$	Other	\$
Real estate—market value	\$	TOTAL LIABILITIES	
Net value of business interest	\$	\$	
Automobiles	\$	TOTAL ASSETS	
Personal property	\$	\$	
Other	\$	MINUS	
TOTAL ASSETS		-	
\$		TOTAL LIABILITIES	
		\$	
		TOTAL NET WORTH	
		\$	

Miscellaneous Information

How much capital can you allocate from the above sources to buy this franchise?

What is the cash down payment you can make for this franchise?

If the required amount were not available, how would the investment be obtained?

If you own your own home do you plan to sell it? YES Equity: \$ _____ NO

Do you plan to convert any of the above assets into cash? YES NO

Do you plan to have a partner? YES NO If yes, will your partner be active? YES NO

Do you plan to have investors? YES NO If yes, to what extent? YES NO

Thoroughly explain your answers and any other strategies you have for obtaining the required funds.

Miscellaneous Information *(Continued)*

When do you want to start your franchise operation?
How did you happen to become interested in this particular Franchise?
How much time will you devote to the business?
Do you have any particular sites or areas in mind? If yes, where?
State the reasons you believe you will be able to successfully operate one of our franchises. <hr/> <hr/> <hr/> <hr/>
Are you aware of any disadvantages to owning one of our franchisees? Please state and elaborate. <hr/> <hr/> <hr/> <hr/>

Business References

Name (First, MI, Last)	Address (City/State/Zip)	Occupation	Years Known
Name (First, MI, Last)	Address (City/State/Zip)	Occupation	Years Known
Name (First, MI, Last)	Address (City/State/Zip)	Occupation	Years Known

Personal References *(Other than employers or relatives)*

Name (First, MI, Last)	Address (City/State/Zip)	Occupation	Years Known
Name (First, MI, Last)	Address (City/State/Zip)	Occupation	Years Known
Name (First, MI, Last)	Address (City/State/Zip)	Occupation	Years Known

Other *Disclose any other information you feel is relevant to your application and which will assist us in reaching a decision.*

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



Confidentiality and Non-Disclosure Agreement

Yogurt Mountain Franchising, Inc. agrees to provide to the undersigned pertinent confidential and proprietary documents and information relating to Yogurt Mountain, during his/her application process.

The undersigned agrees that this and any subsequent information received will be held in the strictest confidence and only used for the sole intention of evaluation for the purpose of negotiating a Yogurt Mountain Franchise. The undersigned further agrees this information shall only be made available to his/her financial and legal advisors, and then only under the terms and conditions that are set forth herein.

In the event that it is determined that there is no interest in negotiating the acquisition of a Yogurt Mountain Franchise, all documents and information provided, with the exception of the Franchise Disclosure Document (FDD) shall be returned to Yogurt Mountain.

Applicant's Name *Signature* *Date*

Street Address *Apt. / Unit / Ste.*

City *State* *Zip Code*