



32021 N. 19th Lane Phoenix Arizona 85085 (516) 457-9403

Dear Prospective Franchisee,

I want to thank you for your interest in The Play FactorySM Franchise. It is with great enthusiasm that I write you regarding this amazing opportunity to be a part of something extremely exciting that has attracted the attention of families from all over.

The Play FactorySM is the next big UNIQUE concept in children's amusement across the nation. It's safe, clean, simple fun and everyone has a blast when they walk through our doors. We have done an amazing job to separate ourselves from our competition. Nobody does it like we do. Our party packages stand out and our open play time schedule and concept is like no other. We have incorporated several successful events such as "Parent's Night Out" into our schedule and have begun to host our "Ultimate Sleepover Parties." Also, remember that we are unique in that we are two businesses in one with our indoor facility as well as offering inflatable game rentals to our customers in the field.

We are looking for someone who shares our passion for children and for fun, a personality that fits perfectly and someone willing to put their whole heart into building something that will bring excitement to children of all ages. The best part of it all is that The Play FactorySM Franchise offers its owners a career opportunity that is extremely rewarding in many ways.

Please find attached an application for you to fill out. This is the first step! Once we have received your completed application and have had the chance to fully review your application we will send you our Franchise Operating Circular (FOC) if you meet our basic qualifications. If we send you our Franchising Circular, please remember that this does not obligate us to grant you a franchise but rather it will serve as a review for you and will help you to answer any questions you might have about starting your own Play FactorySM Franchise. Please send your application back via mail to the address above.

Thanks so much once again for your interest and we look forward to hearing from you soon.

Sincerely,
Simon Kreisberger
THE PLAY FACTORY FRANCHISING COMPANY LLC



APPLICATION FOR FRANCHISE

This application must be fully completed in order to be accepted for consideration. Please print or type.
An application must be completed by each investor/partner/spouse.

GENERAL INFORMATION:

Applicant's Full Name _____ Date of Birth ____/____/____

Social Security Number ____ / ____ / ____ Are you a U.S. citizen? Yes / No

Phone # (Home) _____ (Cell) _____ (Business) _____

Best time/place to call _____

Fax _____ Email Address _____

Residence Address _____

How long at present address? _____ Home: Rent or Own? _____

If renting, name and phone # of landlord _____

Has any action (criminal, civil, or administrative) alleging fraud, unfair or deceptive practices or comparable allegations been brought against you in the past ten years? No / Yes

Do you have any felony charges pending, being appealed or are you under indictment? No / Yes

Have you ever been convicted of a felony? No / Yes

Have you ever filed for personal or business bankruptcy? No / Yes

Have you ever had anything repossessed? No / Yes

What is your level of interest at the current time? Single Unit / Multi-Unit

What is your investment time frame? 1-3 Months / 4-6 Months / 7-12 Months / >1 Year

Location (State / City / Area) preference - may list more than one choice: _____

_____ Do you currently have a potential site? No / Yes

If yes, please identify address or general location: _____

Do you intend your ownership and management of the business to be active or passive? A / P

If passive, who will actively manage you're The Play FactorySM Center? _____

Marital Status? Single / Married

of Dependents (excluding spouse)? _____

Dependents' names, ages and relationship to applicant? _____

Health? Excellent / Good / Fair / Poor

RELATED EXPERIENCE/OTHER INFORMATION:

Do you or your spouse/partner have any experience working with children or any other related experience that you would like us to know about? Yes / No

If yes, please describe: _____

Have you ever been to a The Play Factory Center? Yes / No

How did you first hear about The Play Factory Center franchising opportunities? (Circle One)

At a The Play Factory Center / Media / Website / Friend / Sponsored Event

Other (please describe): _____

EMPLOYMENT HISTORY:

Have you ever owned your own business? Yes / No

Have you ever owned a franchise before? Yes / No

(Answer the following questions only if you answered yes to at least one of the above)

Do you still currently own the business? Yes / No

What was/is the business name? _____

What type of business was/is it? _____

Please provide the following employment information for the past 10 years (attach additional pages, if necessary) or submit a resume covering at least a similar period.

Employer Name: _____

Address: _____

Phone Number: _____ Type of business: _____

Employment Dates (From / To): _____ / _____ / _____ - _____ / _____ / _____

Position: _____ Responsibilities: _____

Annual Salary: \$ _____ Supervisor's Name _____ Phone #: _____

Employer Name: _____

Address: _____

Phone Number: _____ Type of business: _____

Employment Dates (From / To): _____ / _____ / _____ - _____ / _____ / _____

Position: _____ Responsibilities: _____

Annual Salary: \$ _____ Supervisor's Name _____ Phone #: _____

Employer Name: _____

Address: _____

Phone Number: _____ Type of business: _____

Employment Dates (From / To): _____ / _____ / _____ - _____ / _____ / _____

Position: _____ Responsibilities: _____

Annual Salary: \$ _____ Supervisor's Name _____ Phone #: _____

May we contact your current and previous employer(s) to verify employment information and job reference(s)? Yes / No If no, whom should we NOT contact: _____

EDUCATION:

Highest Level Attained? High School / Associate / Bachelors / Masters / Doctorate

List Degrees: _____

FINANCIAL INFORMATION:

Exactly how much liquid capital do you have available to invest in this franchise (excluding that available through financing)? \$ _____

Do you currently have a source of financing? No / Yes

Will you have a second source of income? No / Yes

If yes, how much per month? \$ _____

Please complete the following personal statement or attach a standard bank financial statement:

PERSONAL STATEMENT AS OF _____ / _____ / _____

ASSETS:

| | |
|--|----------|
| Cash, Checking, Savings | \$ _____ |
| Securities (Stocks, Bonds, etc.) | \$ _____ |
| Notes Receivable | \$ _____ |
| Cash Surrender value of life insurance (do not deduct loans) | \$ _____ |
| Retirement (401K, IRA, etc.) | \$ _____ |
| Real Estate Market Value | \$ _____ |
| Personal Property | \$ _____ |
| Other Assets (please itemize) | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| Total Assets | \$ _____ |

LIABILITIES

| | |
|------------------------------------|----------|
| Bills / Accounts Payable | \$ _____ |
| Credit Card Debt | \$ _____ |
| Real Estate Mortgages (Home) | \$ _____ |
| Real Estate Mortgages (Other) | \$ _____ |
| Notes Payable to Bank | \$ _____ |
| Notes Payable to Others | \$ _____ |
| Income Tax Due | \$ _____ |
| Other Taxes / Assessments Payable | \$ _____ |
| Brokers Margin Accounts | \$ _____ |
| Loans Against Life Insurance | \$ _____ |
| Other Liabilities (please itemize) | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| Total Liabilities | \$ _____ |

| | |
|--|----------|
| NET WORTH (Total Assets Minus Total Liabilities) | \$ _____ |
|--|----------|

CONTINGENT LIABILITIES:

| | |
|---|----------|
| As Endorser or Co-signer of Other's Debts | \$ _____ |
| Future Lease Payments Not Included in Liabilities Above | \$ _____ |
| Legal Claims Not Included Above | \$ _____ |
| Other (please itemize) | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| Total Contingencies | \$ _____ |

ANNUAL INCOME:

Continuing Salary \$ _____
 Continuing Bonus and Commissions \$ _____
 Spouse's Salary/Bonus/Commissions \$ _____
 Interest & Dividends \$ _____
 Real Estate Income \$ _____
 Other Sources of Income (please itemize)
 _____ \$ _____
 _____ \$ _____

Total Income \$ _____

ANNUAL EXPENSES:

Rent or Mortgage \$ _____
 Living Expenses \$ _____
 Other Expenses (please itemize)
 _____ \$ _____
 _____ \$ _____

Total Expenses \$ _____

| | |
|--|----------|
| ANNUAL CASH FLOW (Income Minus Expenses) | \$ _____ |
|--|----------|

REFERENCES:

BANK REFERENCES: (Please list all presently applicable)

Bank Name: _____ Branch: _____
 Nature of Account: _____ Account #: _____
 Current Balance: \$ _____

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 Nature of Account: _____ Account #: _____
 Current Balance: \$ _____

CREDIT REFERENCES: (Please list at least two)

Name: _____ Type of Credit: _____
 Address: _____ Maximum Amount: \$ _____

Name: _____ Type of Credit: _____
 Address: _____ Maximum Amount: \$ _____

PERSONAL REFERENCES: (Please list at least two. Do not include relatives.)

Name: _____ Occupation: _____
 Relationship: _____ Phone Number: _____
 Address: _____

Name: _____ Occupation: _____
 Relationship: _____ Phone Number: _____
 Address: _____

SPOUSE/PARTNER:

Will spouse be involved in franchise? Yes / No If yes, in what capacity? _____

Will you have a business partner(s)? Yes / No

*****If yes, your spouse and partner(s) must submit a separate application.*****

APPLICATION DECLARATION:

I promise that all information stated in this application is true and accurate, to the best of my knowledge. I hereby authorize The Play Factory Franchising Company LLC to obtain a credit report and/or make inquiries as necessary to determine the accuracy of the statements made above and to determine my creditworthiness. I release The Play Factory Franchising Company LLC, its affiliates, agents and employees from any liability arising either from the receipt or use of any information obtained through these sources. In addition, I understand that submission of this application does not, in any way, obligate The Play Factory Franchising Company LLC to sign a franchising agreement.

Applicant's Signature

Date