

Provision	Section in Franchise or Reservation Agreement*	Summary
w. Choice of law	Section 16.11(1)  Reservation Agreement: Section 9	Law of the state in which your Store is located.  Law of the state in which Reserved Territory is located.

\* Unless otherwise noted, section or article references refer to the Franchise Agreement.

Certain states require franchisors to make additional disclosures related to information contained in this Disclosure Document. If applicable, these additional disclosures will be furnished to you in Exhibit C to this Disclosure Document.

## ITEM 18

### Public Figures

We do not use any public figures to promote our franchise.

## ITEM 19

### Financial Performance Representations

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if (i) a franchisor provides the actual records of an existing outlet you are considering buying, or (ii) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Provided below are five schedules (with multiple charts within some schedules) that set forth certain information regarding Same Store Sales Percent Change (Schedule 1), Gross Sales data (Schedule 2), Cost of Goods Sold data and Wages and Advertising Expenses (Schedule 3), Owner’s Cash Flow (Schedule 4) and Daily Savings Club® Customers data (Schedule 5), in each case as reported to us by our U.S. franchisees. Each schedule is described more fully below.

We have compiled the data in this financial performance representation from our U.S. Franchisees’ monthly sales reports and annual financial statements submitted to us (the “P&L Statements”).

[The stores included in this financial performance representation range in age from 1 to over 45 years of operation and represent a variety of geographic and demographic circumstances. These variations in circumstances include: (a) the total population of the city in which the store is located ranges from over 700,000 to less than 1,000; (b) a number of the cities in which the stores are located are suburbs of larger metropolitan areas; and (c) some stores located in areas with small populations are in areas with a substantial amount of “tourist” traffic.] All of the data is with respect to franchised stores, although as noted in Item 20, two of WBU’s officers own and operate a WILD BIRDS UNLIMITED store under a