

Provision	Section in Franchise Agreement	Summary
(u) Dispute resolution by arbitration or mediation	Section 17F	Except for certain claims, all disputes must be mediated and arbitrated in the principal city closest to our principal place of business (currently Salida, Colorado), subject to applicable state law.
(v) Choice of forum	Section 17H	Litigation must be commenced in the state or federal court of general jurisdiction which is closest to Salida, Colorado (or another city where we maintain our principal place of business at the time of the controversy), but we and you may enforce any arbitration orders and awards in the courts of the state(s) in which you are domiciled or your Seniors Blue Book Business is located, subject to applicable state law.
(w) Choice of law	Section 17G	Colorado law applies, subject to applicable state law.

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 disclose information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, and/or affiliate-owned outlets, if there is a reasonable basis for the information, and the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about performance at a particular location or under particular circumstances.

As of September 30, 2024, we had eight affiliate-owned locations ("Affiliate Locations") and 12 franchised locations ("Franchised Locations"). The Denver Metro location is split into two annual printed Guides, but encompasses one Internet territory. For purposes of Item 19 and Item 20 location totals, we treat the Denver Metro area as two Affiliate Locations (Denver South and Denver North). The information in the following charts consists of the actual performance of all operating locations that have been open for at least one year as of December 31, 2024, which consists of all of our Affiliate Locations and all of our Franchised Locations. We have included information for calendar years 2022, 2023 and 2024 for each Seniors Blue Book Business in operation. We have identified each Seniors Blue Book Business by the population of individuals over 65 years of age. Some Seniors Blue Book Businesses publish only one Guide per year, while others publish two Guides per year as indicated in the charts below. New franchisees will be required to publish two Guides per year.

The financial information for the Affiliate Locations was prepared from internal accounting records and reports. The financial information for the Franchised Locations was provided by franchisees, but we have no reason to doubt their accuracy.