

**TABLE OF CONTENTS**

<b><u>ITEM</u></b>	<b><u>HEADING</u></b>	<b><u>PAGE</u></b>
1.	THE FRANCHISOR, ITS PREDECESSORS AND AFFILIATES .....	1
2.	BUSINESS EXPERIENCE.....	2
3.	LITIGATION .....	3
4.	BANKRUPTCY .....	3
5.	INITIAL FRANCHISE FEE .....	4
6.	OTHER FEES .....	4
7.	INITIAL INVESTMENT.....	6
8.	RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES.....	8
9.	YOUR OBLIGATIONS.....	10
10.	FINANCING OBLIGATIONS .....	11
11.	FRANCHISOR'S OBLIGATIONS.....	12
12.	TERRITORY .....	16
13.	TRADEMARKS .....	17
14.	PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION .....	18
15.	OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATIONS OF THE FRANCHISE SYSTEM.....	19
16.	RESTRICTION ON GOODS AND SERVICES OFFERED BY FRANCHISEE .....	19
17.	RENEWAL, TERMINATION, TRANSFER and DISPUTE RESOLUTION .....	20
18.	ARRANGEMENT WITH PUBLIC FIGURES .....	21
19.	REPRESENTATIONS REGARDING EARNINGS CAPABILITY .....	21
20.	INFORMATION REGARDING FRANCHISES OF THE FRANCHISOR .....	22
21.	FINANCIAL STATEMENTS .....	23
22.	CONTRACTS .....	24
23.	RECEIPT.....	24

Exhibit 1 – List of State Administrators

Exhibit 2 – List of State Agencies/Agents for Service of Process

Exhibit 3 – List of Franchisees

Exhibit 4 – Table of Contents of Operations Manual

Exhibit 5 – Financial Statements

Exhibit 6 – Mobile Shop-At-Home Retail Business Franchise Agreement

Exhibit A – Continuing Personal Guaranty and Indemnification Agreement

Exhibit B – Conditional Assignment of Franchisee’s Telephone Numbers

Exhibit C – Spousal Consent

Exhibit D – Acknowledgment of Receipt of Completed Contract Documents

by Prospective Franchisee

Exhibit E – Opening Package

Exhibit F – Franchisee’s Acknowledgments

Exhibit 7 – State Rider to Franchise Agreement

Exhibit 8 - Promissory Note

Exhibit 9 – Security Agreement

Exhibit 10 – State Disclosure Addendum to Offering Circular

Exhibit 11 – Receipt