



eyeStop
2012
FRANCHISE
INFORMATION
PACKET

You're not just renting space...
you own the store and all the
profit is yours from exams,
glasses, contacts, and
accessories!

eyeStop
designer eyewear for less™



In this tough economy, why allow someone else to become rich because of your hard work and efforts? Put your knowledge and skills to work and enjoy the rewards of your success!

Welcome to eyeStop... designer eyewear for less!

Emerging as a new powerhouse on the retail optical market, eyeStop, is opening "full service" optical retail locations with a new concept never done before in malls; authentic designer eyewear at the lowest prices, guaranteed! eyeStop stores are conveniently open evenings and weekends and located in the most popular and busiest malls. We offer quality eye exams and designer eyewear at the lowest prices.

You can expect to find designer products from: Saks, Armani, Diesel, Fossil, Nautica, Kors, Boss, Juicy, Kate Spade, Marc Jacobs, Bebe, Dakota Smith, Nicole Miller, Guess and more.

EyeStop is proud to begin rolling out our franchise program. We already have commitments for 12 stores in 6 states (New York, New Jersey, Connecticut, Florida, Arizona, Delaware) and Puerto Rico. The initial total investment is \$127,000 to \$170,000. We will build you a turnkey store less expensively than you could build on your own and definitely less than other optical franchises. You also get our team of professionals

helping you all the way in areas such as marketing, lease expertise, legal, and computer orientation. Our intensive training, support, and marketing methods combined with our continuing educational programs will help you achieve success.

EyeStop locations are in high traffic malls, in areas with a high percentage of upscale, over-age-40 consumers. Once we both find a location, we will assist you in your store layout, construction, and ordering of equipment and inventory.

If you are an optometrist, optician or an ophthalmologist seeking the rewards of entrepreneurship, your search has ended. However, you don't need to have optical industry experience to become an eyeStop franchise owner/operator! While many of our franchise owners are trained eyecare professionals, there are many astute business people without optical experience who can be extremely successful eyeStop franchisees. EyeStop has developed an eye-opening opportunity...a franchise program that will allow you to devote your time caring for your patients and keeping your customers happy, while eyeStop's marketing, advertising and training professionals assist you in reaching your goals.

eyeStop
designer eyewear for less™



100%
FINANCING

Marketing and Communications

At eyeStop we approach marketing from a local perspective. Each eyeStop franchisee contributes to a marketing fund that provides a consolidated marketing and branding effort. Our marketing message is far more powerful than other mall optical retailers which gives you the advantage! Most of our resources and energy are directed to appealing to the mall shopper and creating an impulse buy. We have created exclusive marketing materials that will scream our message and make your store a high traffic center! These marketing materials include grand openings, direct mail programs, newsletters, e-commerce, on-line promotions that attract 100's of new customers and many other local and national marketing vehicles.

By using the purchasing power of multiple franchises and the incredible future growth potential for eyeStop,

EyeStop will allow you to devote your time caring for your patients and keeping your customers happy, while our marketing, advertising and training professionals assist you in reaching your goals.

we have negotiated significantly discounted national contracts with designer eyewear suppliers for frames and accessories which allows us to aggressively market our low prices to potential customers.

The eyeStop Team is committed to maintaining personal relationships with each franchisee, area developer, employee and vendor associated with eyeStop.

eyeStop
designer eyewear for less™



Franchising continues to be the most successful retail business model for success in the economic history of the world.

Investment

The costs outlined are those typically experienced by our franchisee - no surprises. The average initial start-up cost is around \$170,000. We customize a business plan exclusively for you that serves as a road map and helps to obtain financing. We work with banks that understand our business and success and give preferential treatment to the franchisee that pass our rigorous screening. Loans typically are approved within 24 hours of submitting a Loan Application to our lenders at very competitive rates.

INVESTMENT ITEM	ESTIMATED COSTS
Initial Franchise Fee Leasehold	\$20,000
Lab Equipment	\$25,000 - \$35,000
Furniture	\$20,000 - \$40,000
Office Equipment	\$2,000
Doctor's Equipment	\$25,000 - \$37,000
Point-of-Sale System	\$7,000 - \$15,000
Initial Inventory	\$8,000 - \$16,000
Grand Opening Advertising	\$5,000
TOTAL	\$127,000 - \$170,000



A testimonial is the greatest compliment we can receive and an indication of what you can expect from an eyeStop franchise.

Testimonials... what we're hearing!

I have been involved in this highly successful and profitable franchise system for 12 years. The marketing support and training I have received has ensured my profitability and success. I am anxious to work with the same franchise owners once again and to jump in on the ground floor of this exciting new optical opportunity!

Howard Fried, OD
Vision Express Franchise Owner

I have tested this new "designer eyewear for less" concept in my optical store for the past six months and I am so impressed with the sales and profits that I won't be missing out on this unique opportunity. The excitement and customer response was well beyond my expectations!

Joseph Girona
Optical Store Franchise Owner

I loved this concept from the first time I heard about it and had to get involved on the ground floor of this exciting opportunity. I am extremely excited to enter into my second year as an owner and hope to open more eyeStop locations.

Dr. Nainesh Bahakta
eyeStop Franchise Owner

I had worked in both private and commercial practices before considering eyeStop. The main reason I chose to become a franchisee is that eyeStop offers me the best of both worlds. I get to take my time with each patient and offer them the finest services and eye care while eyeStop drives the people into the store with their effective marketing campaigns. I am able to offer prices that I otherwise couldn't offer due to eyeStop's buying power.

Dr Durga Yerramilli
eyeStop Franchise Owner

eyeStop
designer eyewear for less™



You are in business for yourself, but not by yourself...you will receive guidance and support every step of the way!

EyeStop Support and Training

ESSENTIAL TRAINING – Once a site has been selected, our initial and ongoing support covers build-out, the point-of-sale system, inventory, full operational training, and grand opening preparations.

Our three-step training program is designed to completely familiarize you with our approach to retail eyewear, as well as optimize your technical and business skills. You receive formal as well as on-the-job training and continued assistance throughout the life of your franchise agreement.

- Lessons regarding marketing and advertising, store operations, merchandising and customer service procedures
- Instruction regarding inventory, general business procedures and management techniques

Your initial training will take place at our Corporate Office where you will become proficient in all phases of operating your store. The importance of proper training cannot be over emphasized: It is essential for your success. Your area developer and/or an eyeStop corporate employee will be at your location to assist you with your store set up, on-site training, hiring of initial employees, employee incentives and store opening. We will continue to support you throughout your eyeStop franchise ownership.

SUPPORT TO ENSURE YOUR SUCCESS

- **100% FINANCING AVAILABLE** We have a special national arrangement with lenders that offer up to 100% financing to qualified doctors.
- **MARKETING AND ADVERTISING** Our street smart marketing is far more powerful than other mall optical retailers! Most of our resources and energy are directed to appealing to the mall shopper and creating an impulse buy. We have created marketing materials that will scream our message and will help make your store a high traffic center!
- **BUYING POWER ADVANTAGE** How do we do it? We are one of the largest buyers of designer overstock frames, so we can offer name brand frames at a fraction of what other eyewear stores charge. Our buying power relationships allow us to buy real designers at 90% off list price. Our prices are always significantly lower than our competition on the highest quality eyewear. We buy a lot of frames, therefore we get unheard of low prices from our vendors that you are then able to pass on to your customer!

eyeStop
designer eyewear for less™



Whether you are looking for a single unit franchise or are interested in developing an area eyeStop has an opportunity for you! If you qualify, call us today at 1-480-797-7066

Area Developers

We are looking for qualified candidates to join the expertise of the eyeStop team, which has been combined to provide an extraordinary and unequalled system by which to grow and prosper. EyeStop is seeking Area Developers for single and multi-unit locations. Our goal is to expand throughout North America using the Area Developer System.

ENTREPRENEURIAL SPIRIT

We are looking for high-energy people that are ambitious and seeking growth. While prior experience as an area developer and/or franchisee is preferred, it is most important that you have a strong and relentless desire to win.

SENSE OF OWNERSHIP

Our area developers must be willing to own and operate their own eyeStop franchise to use as a prototype, training center and base of operations for expansions within the territory. By opening the first franchise within your territory, you will lead by example and run a business for others to emulate and admire.

FINANCIAL REWARDS

As a qualified area developer, you will become part of the revenue stream by sharing in the income from both the franchise fees and royalty revenues in your territory.

FRANCHISE SALES

Since no organization can be successful without focus on the top line, our area developers should be sales-oriented to ensure the growth objectives in each territory are met. Our staff of experienced franchise sales professionals will provide all the support necessary to afford you the best opportunity.

OPERATIONS AND TRAINING

Each area developer will be fully trained in all aspects of the eyeStop system, including franchise sales, construction, ordering equipment and inventory, store operations, marketing and more. The corporate office always welcomes feedback on ways to improve all aspects of our system.

CUSTOMER SERVICE

Consumers have more choices today than ever before. It is therefore critical that our Area Developers establish and maintain a truly exceptional level of customer service, ensuring that each of their franchisees consistently deliver the eyeStop experience. The future of our brand depends on it.

If you qualify, call us today at 1.480.797.7066.

eyeStop
designer eyewear for less™



We're Here for You.

If you have any additional questions regarding an eyeStop franchise, give us a call at 480-797-7066 or you can send us an e-mail at info@eyestop.com

EyeStop Frequently Asked Questions

DOES EYESTOP OFFER DIRECT FINANCING?

No. We customize an extensive business plan exclusively for you that serves as a road map and helps to obtain financing.

HOW WILL I FIND A GOOD LOCATION?

EyeStop has great relationships with the best mall developers in the country. We jointly will choose a mall, find the best locations within the mall, and then you will make the final choice as to where we locate.

DO I PURCHASE INVENTORY FROM EYESTOP?

No. You will purchase inventory from approved vendors directly. EyeStop will negotiate the best wholesale prices. Accessories and other various related products for your store's inventory will be purchased from eyeStop's distributors. We use the combined purchasing strength of our chain to effect purchasing economies to receive product at 90% discounts!

CAN I ADD PRODUCTS TO MY INVENTORY?

Yes! New products will be reviewed on a continuous basis. There is however, a procedure to be followed that allows a franchisee to submit new ideas for consideration. You must have home office approval before placing any item in inventory.

WHAT IS THE TERM OF THE FRANCHISE AGREEMENT?

The initial term is ten years, after which the agreement may be renewed for additional ten-year terms.

DO I RECEIVE TRAINING FROM EYESTOP?

Yes! Franchise operators must attend and successfully complete the training program provided by eyeStop. The program includes classroom training, local in-store training and on-site support in your store at the time of your soft opening. The cost of training is included in your initial franchise fee (excluding travel and lodging expenses).

WHAT CONTINUING OPERATIONAL GUIDANCE WILL I RECEIVE?

- The eyeStop Franchise Operations Manual to help you with day-to-day operations
- Guidance and resources for your promotional, operational and other business needs
- Field support from a dedicated franchise field representative
- Ongoing purchasing services
- Inventory management training
- Financial services
- Technical assistance

eyeStop
designer eyewear for less™



We're Here for You.

If you have any additional questions regarding an eyeStop franchise, give us a call at 480-797-7066 or you can send us an e-mail at info@eyestop.com.

EyeStop Frequently Asked Questions (con't)

IS IT POSSIBLE TO SECURE A FRANCHISE AGREEMENT FOR MORE THAN ONE STORE?

Yes! EyeStop offers multi-unit operations as long as you meet our financial, operational and management qualifications.

CAN I SELL MY EYESTOP FRANCHISE?

Yes. Like any other business, you can sell your store to a buyer approved by the company.

HOW MUCH CAN I EXPECT TO EARN?

Your earnings capability will depend on a number of factors, such as your location, the amount of time you spend in your store, the quality of your employees, your business and retail acumen, as well as market conditions. Naturally, as in any business venture, there

is no guarantee of your success or profitability. We do, however, give you the benefit of our 30 years of successful optical experience, a well-organized system and a concept refined by our many years of optical experience.

WOULD LIKE TO STUDY YOUR FRANCHISE AGREEMENT. WILL YOU SEND ME ONE?

Once you have a personal meeting with a member of our franchising staff, we will be happy to provide you with a copy of the franchise agreement and FDD (Franchise Disclosure Document). Our FDD is the only document you should refer to when deciding whether to accept our offer.

WHAT ABOUT ADVERTISING?

Franchise operators contribute 2% of their gross sales to an eyeStop advertising and promotion fund. You will work with the eyeStop franchisor to tailor a marketing plan for your area.



Due to its innovative concept, eyeStop is rapidly expanding across the U.S. An eyeStop location could be perfect in your area. Call us to see if your location is available!

Opportunities Available Now at EyeStop!

EyeStop is proud to begin rolling out our franchise program. We already have commitments for 12 stores in 6 states and Puerto Rico. Contact us at 480-797-7066 to see what additional locations are available in your area or to let us know of any malls you have interest in.

COMING SOON!

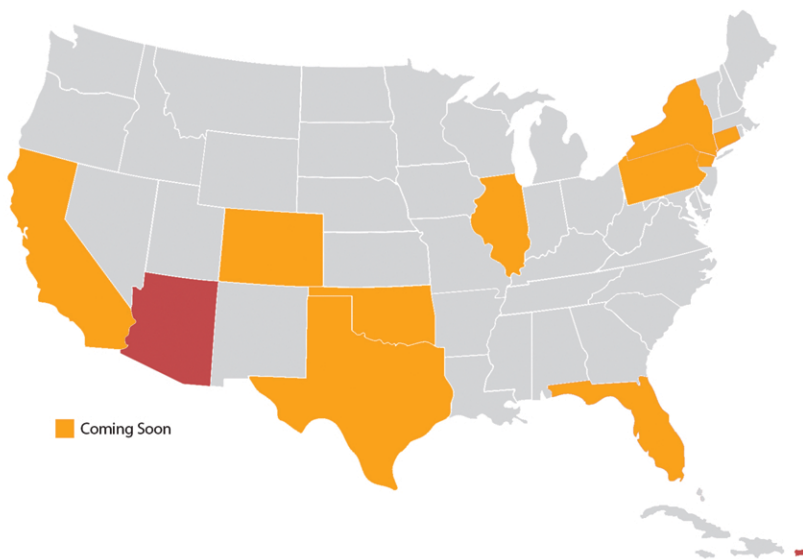
Keep your eyes open March 1st for the opening of another eyeStop store in Colorado.

Colorado Mills Mall
14555 West Colfax Ave, Suite #222
Lakewood, CO 80401.

CURRENT LOCATIONS

Superstition Springs Center
6555 E Southern Ave.
Mesa, AZ 85206

Paradise Valley Mall
4568 E. Cactus Road
Phoenix, AZ 85032



eyeStop
designer eyewear for less™



THANK YOU
FOR YOUR
INTEREST IN
eyeStop

Call us at 480.797.7066 or e-mail us at info@eyestop.net
and we'll promptly get back to you
with any additional information you need!

eyeStop
designer eyewear for less™