

AVERAGE SALES

\$922,381*

AVERAGE FOOD AND PAPER COSTS

27.21%*

AVERAGE INCOME FROM OPERATIONS

\$222,847*

*Figures reflect averages for (10) affiliate-owned stores that were open 5 years or more for the period of 1-1-05 through 12-27-05 as published in our Uniform Franchise Offering Circular. Of these stores 3 (30%) had higher revenues, 7 (70%) had higher food costs and 7 (70%) had higher income. The above figures are actual. However, the FTC requires us to include the following statement in this advertisement – Caution: The figures are only estimates. There is no assurance that you will do as well. If you rely on our figures, you must accept the risk of not doing as well. This offering is made by prospectus only.



JIMMY JOHN'S FRANCHISE INITIAL INVESTMENT

NAME OF EXPENDITURE	ESTIMATED AMOUNT OR ESTIMATED LOW-HIGH RANGE*	WHEN DUE	METHOD OF PAYMENT	WHETHER REFUNDABLE	TO WHOM PAYMENT IS MADE
INITIAL FRANCHISE FEE¹	\$35,000	Upon signing the Franchise Agreement &, if applicable, Development Rights Rider	Lump Sum Check or Cash	Partially refundable under certain circumstances (see Item 5)	Franchisor (Jimmy John's Franchise, Inc)
REAL ESTATE/RENT² (1 MONTH)	\$2,500 – \$6,000	As Incurred	As Agreed	No	Landlord
REAL ESTATE SECURITY DEPOSIT	\$2,500 – \$6,000	As Incurred	As Agreed	Yes	Landlord
LEASEHOLD IMPROVEMENTS³	\$90,000 – \$150,000	As Incurred	As Agreed	No	Outside Suppliers
FURNITURE, FIXTURES, EQUIPMENT, SIGNS⁴	\$70,000 – \$80,000	As Incurred	As Agreed	No	Outside Suppliers
ARCHITECT	\$3,500 – \$6,500	As Incurred	As Agreed	No	Architect
OFFICE EQUIPMENT⁵	\$2,500	As Incurred	As Agreed	No	Outside Suppliers
UTILITY DEPOSITS⁶	\$1,000 – \$2,000	As Incurred	As Agreed	Yes	Utility Companies
OPENING INVENTORY & SUPPLIES⁷	\$5,500	As Incurred	As Agreed	No	Designated & Approved Suppliers
GRAND OPENING MARKETING⁸	\$5,000	As Incurred	As Incurred	No	Advertising Sources
TRAINING EXPENSES <small>(out-of-pocket cost for 2 people)</small>	\$6,000 – \$10,000	As Incurred	As Incurred	No	Third Parties
INSURANCE⁹	\$400 – \$1,000	As Incurred	As Incurred	No	Insurance Company
ADDITIONAL FUNDS - 3MONTHS¹⁰	\$63,500	As Incurred	As Incurred	No	Employees & Suppliers
TOTAL ESTIMATED INITIAL INVESTMENT <small>(excluding real estate purchase costs)</small>	\$287,400 – \$373,000				
ONGOING	Royalties - 6% Advertising - 4.5%	Weekly	Bank Transfer	No	Franchisor (Jimmy John's Franchise, Inc)