

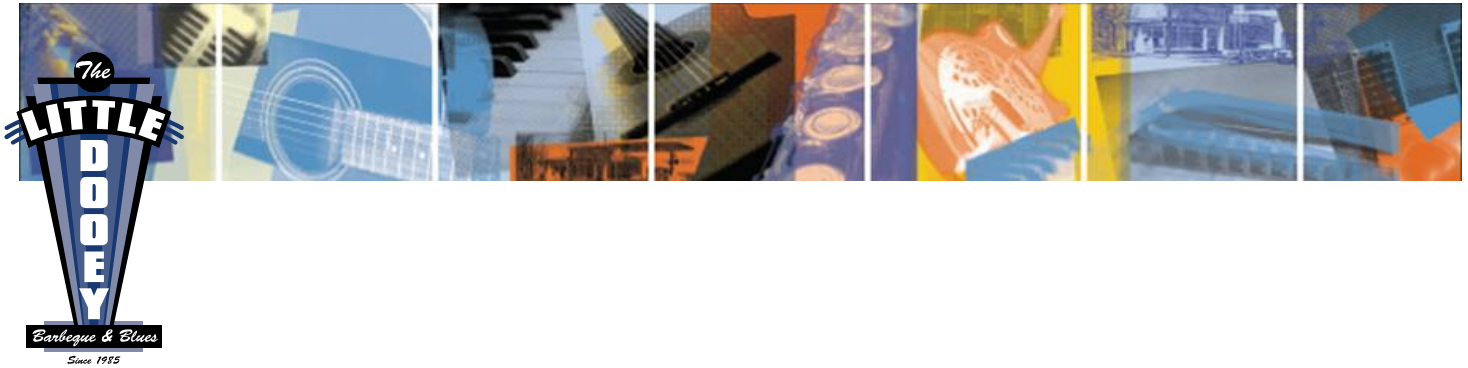


Initial Franchise Investment

Land Lease/Building Construction Costs for a Freestanding Restaurant

The table below applies to the estimated total initial investment when you lease the land and construct the building using your personal and/or borrowed funds for a freestanding The Little Dooley Barbecue & Blues™ restaurant. These estimated costs may vary due to a variety and changes of circumstances, including time of year, location, or other costs not known to LDQ, LLC in the development of these estimates; therefore these estimates, except for those costs that are fixed by LDQ, LLC should be used as general guidelines only and may or may not reflect actual costs.

Description	Low End Cost	High End Cost	Payment Method	Payment Due Date	Payable To
Initial Franchise Fee					
Single Unit	\$35,000	\$35,000	Lump Sum	Execution of Franchise Agreement	LDQ
Area Developer	\$35,000 for first unit plus \$17,500 for each subsequent unit	\$35,000 for first unit plus \$17,500 for each subsequent unit	Lump Sum	Execution of Area Development Agreement	LDQ
Building Costs	\$500,000	\$700,000	As arranged	As incurred	Contractors
Architectural & Engineering Fees	\$30,000	\$45,000	As arranged	As incurred	Architect & Engineer
Annual Land Lease Costs	\$85,000	\$150,000	As arranged	As incurred	Land Owner
Permits & Licensing	\$1,000	\$3,000	As arranged	As incurred	Government Agencies
Insurance & Utility Deposits	\$3,000	\$5,000	As incurred	At time of issuance	Insurance & Utility Companies
Furniture, Fixtures & Equipment	\$225,000	\$500,000	As arranged	As incurred	Various Suppliers
Signage	\$5,000	\$8,000	As incurred	As incurred	Vendors
Initial Training Expenses	\$3,000	\$5,000	As arranged	As incurred	3 rd Party Vendors
Legal Fees	\$1,000	\$3,000	As arranged	As incurred	Attorneys, Accountants
Opening Inventory-2 months	\$20,000	\$40,000	As incurred	Prior to opening	Suppliers & Vendors
Management Pre-Opening Salaries	\$10,000	\$50,000	As incurred	As incurred	Managerial Staff
Additional Funds	\$10,000	\$50,000	As incurred	As incurred	Suppliers & Vendors
TOTAL COSTS	\$928,000.00	\$1,594,000.00			



Leased Space Costs for an Inline or Freestanding Restaurant

The table below applies to the estimated total initial investment when you lease the building space and the underlying land, using your personal and/or borrowed funds for an in-line or freestanding The Little Dooney Barbeque & Blues™ restaurant. These estimated costs may vary due to a wide variety of circumstances, including time of year, location and other costs not known to LDQ, LLC in the development of these estimates. This is the smallest estimated initial investment because of the leased nature of the investment, rather than purchasing the building and/or the underlying land.

Description	Low End Cost	High End Cost	Method of Payment	Payment Due Date	Payable To
Initial Franchise Fee Single Unit	\$35,000	\$35,000	Lump Sum	Execution of Franchise Agreement	LDQ
Area Developer	\$35,000 for first unit plus \$17,500 for each subsequent unit	\$35,000 for first unit plus \$17,500 for each subsequent unit	Lump Sum	Execution of Area Development Agreement	LDQ
Lease Deposits	\$10,000	\$15,000	As arranged	As negotiated in lease	Landlord
Annual Lease Costs	\$150,000	\$250,000	As arranged	As negotiated in lease	Landlord
Tenant Upfit	\$90,000	\$150,000	As incurred	As incurred	Landlord and/or Contractor
Permits & Licensing	\$1,000	\$3,000	As arranged	As incurred	Government Agencies
Architects & Engineers	\$10,000	\$15,000	As incurred	As incurred	Architects and Engineers
Insurance & Utility Deposits	\$3,000	\$5,000	As incurred	Upon signing agreements	Insurance & Utility Companies
Furniture, Fixtures & Equipment	\$200,000	\$400,000	As incurred	As incurred	Suppliers
Signage	\$5,000	\$8,000	As incurred	As incurred	Vendors
Initial Training Expenses	\$3,000	\$5,000	As arranged	As incurred	3 rd Party Vendors
Legal Fees	\$1,000	\$3,000	As incurred	As incurred	Attorneys & Accountants
Opening Inventory-2 months	\$20,000	\$40,000	As arranged	Prior to opening	Suppliers & Vendors
Management Pre-Opening Salaries	\$15,000	\$20,000	As arranged	As incurred	Management Staff
Additional Funds	\$10,000	\$50,000	As incurred	As incurred	Suppliers & Vendors
TOTAL COSTS (average based on above figures)	\$553,000.00	\$999,000.00			