



FRANCHISE

Company History

Vue Ultra Lounge® is a unique bar experience that intertwines superb hospitality, stylish contemporary décor, and multimedia entertainment at unexpectedly affordable prices. The plush **Vue Ultra Lounge®** environment is a sophisticated blend of metro style glamour and interpersonal retreat areas. The state-of-the-art sound, lighting, and video technology of **Vue Ultra Lounge®** provides for complete command of the environment mood.

Every carefully designed detail has been packaged into our uniquely sophisticated franchise concept that redefines the neighborhood bar.





Clientele

In the minds eye of our customers **Vue Ultra Lounge®** is “the place to see and be seen™”. By night, Vue is the meeting place that attracts a fun-loving and stylish over twenty-one crowd.

By day, the adjustable **Vue Ultra Lounge®** mood can also appropriately provide an offsite “corporate lounge” for neighboring companies...the perfect place to impress clients, close a deal, celebrate a promotion, or reward staff.

Concept

The **Vue Ultra Lounge®** concept is a “keep it simple” neighborhood bar with an upscale and contemporary appeal. Despite this top class image, the design promises to make everyone feel welcome and special. Positive staff attitude, consistently excellent service, high beverage and food standards, all at lower-than-expected prices, deliver this promise.

State-of-the-art plasma screen-lined walls deliver a variety of client-driven music video, sports, and news programming.

Our ultra dynamic audio system provides customers the ability to fully appreciate the audio while still being able to carry on intimate conversations. New-millennium architectural lighting and “South Beach” style furnishings polish off the highly desirable ambiance.

System

Our operational systems are simple yet effective. Our carefully planned drink and appetizer menus directly cater to our customers’ demands. Our managerial tools allow our franchisees to focus on customer satisfaction while promoting a successful operation.

Franchise Opportunity

What bloomed in the Spring of 2004 as the hottest place in the modest Midwest town of Dayton, Ohio has now blossomed into the flagship of this National nightlife franchise sensation. Investors and owner operators alike can enjoy the financial benefit by bringing our franchise concept into their own neighborhoods and, hence, realizing the entertainment potential of their communities.

The Vue Ultra Lounge™ difference

By design, our system delivers the formula and knowledge base to allow our franchisees the ability to open, grow, and succeed with their own **Vue Ultra Lounge®**. Unlike other franchise systems that require franchisees to pay more as they make more, our flat royalty structure provides you with the ability to **keep** more as you make more money. Our carefully composed success oriented training, support programs, and tools are evidence of our commitment to foster your growth and success.

Training

Our comprehensive training programs prepare franchisees, managers, and employees for excellence. We provide an intensive training program for you and your management team to learn how to successfully manage the business, hire, train, and retain qualified staff, and continuously attract customers. Our training continues beyond opening day and throughout the life of your business ensuring that you and your staff have the knowledge and tools to run a first class operation that meets our seasoned standards.

Support

Our support programs are not merely designed to meet contractual obligations, they evolve from our commitment to promote the success of each of our franchisees.

Starting with our detailed pre-opening support program we assist you in selecting the site, negotiating the lease, designing and building the location, and preparing for a successful Grand Opening. Once opened, our support team ensures you have the understanding and tools to grow your business.

Tools

We believe the constant pursuit of innovation fosters long term growth. Our dedication to this belief drives us to continually develop inclusive and effective operational, technological, managerial and marketing tools to promote the growth and success of our franchisees.

These tools assist you with daily operational and financial business management. Built-in cost controls help monitor the bottom line. And our unique and effective marketing programs are designed to foster the growth of your clientele.

Quick Franchise Facts

Franchise fee

Our current franchise fee for a single unit is \$50,000.00. Our Uniform Franchise Offering Circular (UFOC) always discloses the most up-to-date franchise fee.

Opening cost

In addition to the one-time initial franchise fee, funds to build and outfit the location are required. These costs vary from location to location, but run between approximately \$400K and \$675K.

Royalty structure

We have a fixed royalty fee structure. The current monthly royalty is \$3,500.

Location selection

The location of your site is a key factor in the potential for success. We provide you with guidelines and the assistance of a nationally recognized real estate site selection firm that will assist you in your location search. Once you have selected a site, we will review your selection. If it fails to meet our guidelines, we will assist you in refining your search until you find the most suitable approvable location.

Training Program

With your signed franchise agreement your program commences with our **Vue Ultra Lounge®** Pre-Opening Program as outlined in our Pre-Opening Manual. This program provides detailed guidelines for site selection and approval, location design and outfitting, staff selection, recruitment and training, local and Federal legal compliance, discovery and cultivation of supplier relationships, business promotion, and all the other required tasks to prepare for your successful Grand Opening.

Several weeks prior to the scheduled opening, you and your managers will attend our 10 day intensive school at Vue Central. During this time you will receive classroom instruction as well as hands-on training on all of the intricacies for managing and operating a successful **Vue Ultra Lounge®**. Topics include, among others: periodic (daily, weekly, monthly, etc.) procedures; staffing; sanitation, food and beverage management; financial management and controls; marketing; and more.

Once open for business, we will assign one of our Training and Operational Experts to locally assist you in preparing for a successful “soft” opening. Additionally, you will receive the marketing and operational support needed for your Grand Opening.

Training continues throughout the life of your franchise. We are committed to training you and your managers. We will also provide you with the necessary tools toward effective employee training.

Products

We assist you in locating local distributors for all products including alcoholic and other beverages and food. You will benefit from our buying power for many of these products and other supplies. Much of the necessary equipment and supplies can be ordered easily via our website. We also assist you in establishing procedures that result in cost effective purchasing.

Becoming a Franchisee

Step 1: Complete our Request for Consideration.

Once your completed Request for Consideration is received, we will contact you to provide answers your initial general questions. We will also seek additional information. If we both agree to move forward to step 2, you will receive our Uniform Franchise Offering Circular (UFOC).

Step 2: Uniform Franchise Offering Circular (UFOC) review.

Our UFOC discloses all of the necessary information to enable you to make an investment decision. Once you received it, we will conduct a second meeting to answer your questions and gather further information. If we both agree to move forward to step 3, you will be invited to visit our offices at Vue Central in Dayton, Ohio.

Step 3: Vue Central visit.

During this visit you will meet with our founders and other company executives. You will tour our facilities and our original site. We will answer your questions and gather more information from you. If we all agree to move forward to step 4, we will enter into a franchise agreement and your Pre-Opening Training Program will commence.

Step 4: Franchise Agreement Entry and Pre-Opening Program Commencement.

The franchise agreement clearly describes the franchise relationship and the obligations and rights of each party. The franchise fee is paid upon the entry of this agreement. Upon signature of the agreement fee payment, the Pre-Opening Training Program commences.

Step 5: Pre-Opening and Opening.

During this period we will assist you in selecting your site and building contractor. Our mandated Construction Management Company will work closely with you and your contractors toward building and outfitting your location. During this time you will also promote your business; select, hire and train staff; and attend our training program for the purpose of certifying you and your managers to operate a Vue Ultra Lounge® in your location. After training you will first have a soft opening until your staff is properly trained and sufficiently experienced to execute your Grand Opening.

Request for Consideration

Please visit our website and fill out the form located at the following web address:

<http://www.vueultralounge.com/franchise/request.php>

Please feel free to contact us:

Telephone: **937.438.1155**
franchise@vueultralounge.com



*While we took great care in the preparation of this presentation, the information contained herein is believed to be accurate at the time of publication but is not warranted.

For the most up-to-date and accurate information available, please contact Vue Central directly.



Thank you for viewing our presentation.