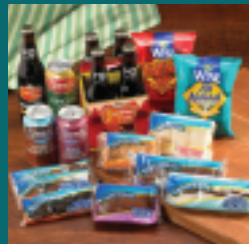


*What
are you
waiting for?*

*A unique
and rewarding
franchise
opportunity...*



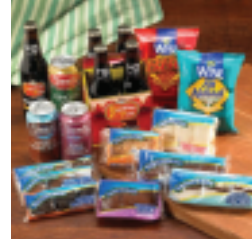
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Franchises Now Available

Since 1992, Philly's Best has been serving the ONLY authentic Philly cheesesteaks and hoagies to Southern Californians. Starting with that first store in Fountain Valley, Philly's Best now has locations throughout the state. Philly's Best is offering franchises to a select group of individuals who are seeking a unique and rewarding opportunity. We will provide you with the knowledge and tools to run your business. Don't miss your chance to join this growing franchise network!

Authentic Philadelphia Food

Philly's Best cheesesteaks and hoagie sandwiches are prepared in the traditional Philadelphia style using only the freshest ingredients. In fact, we use only genuine Amoroso® rolls shipped directly from Philadelphia to give customers that truly authentic taste. They can also enjoy Frank's® Black Cherry Wishniak soda or a PA Dutch Birch Beer and Wise® Potato Chips with their sandwich. And to top it off, they'll be delighted to try Tastykakes® straight from the City of Brotherly Love.

The True Philadelphia Experience

Philly's Best mission is to create the authentic Philadelphia cheesesteak and hoagie experience across the United States. It starts the moment you walk into the restaurant and see images of Philadelphia. From beautiful pictures of the city skyline, to photos of Philadelphia sports teams — the Phillies, Flyers, Sixers and Eagles - authentic Philly sights line the walls of every Philly's Best location. Newspaper clippings about famous Philly sports moments or entertainers add to the neighborhood cheesesteak shop ambiance.

Entering a Philly's Best Cheesesteak and Hoagie Shop immediately transports customers East to the corner cheesesteak shop. The mouth-watering aroma of grilling onions and thinly-sliced steak

cooking on the grill engages their attention. The sounds of sizzling onions and steak, the sight of cooks chopping meat on the grill and of rolls warming over grilled steak quickly sends salivating customers into sensory overload. Adding freshly melted white American cheese or sliced Provolone topped off by a heaping spatula of grilled onions will deliciously satisfy the pangs of the hungriest customer.

Professional Training and Support

Helping you succeed as a Philly's Best store owner is our number one priority. We will support you with lease negotiation and store location assistance, four weeks of training, ongoing operational and marketing services, group buying, brand advertising and more! We are dedicated to making sure that you have all the tools you need to make your business a rewarding experience.

Qualifications for Store Ownership

We are seeking energetic entrepreneurs with the passion, people skills, and commitment to build a successful business. Once we grant you a franchise, you will receive comprehensive training and support to help build your own Philly's Best operation. Only serious candidates need apply, as we are awarding franchises on a very limited and select basis. An initial investment of \$193,500 to \$401,000 is required.

To learn more about franchise opportunities email Greg Vujnov at greg@eatphillysbest.com or call 1-866-7-Philly today.

