The Counter® is the 21st Century’s bold answer to the classic burger joint. Ushering in a fresh era of industrial décor, today's music, cold beer, unique wines and an astonishing 312,120+ different burger combinations, it serves up the entire customer experience. The Counter® is a highly marketable, original brand concept that attracts great employees and brings in loyal customers.

CONCEPT
Choice.

Step into The Counter® and you’re greeted with a clipboard and an extensive list of mouth-watering ingredients that allow you to build your own burger™.

Burger options: Beef, Chicken, Turkey and Veggie.
Three patty sizes. Ten cheeses. Twenty-seven toppings.
Seventeen unique sauces and three buns.

The Counter® burgers are as unique as each individual customer. Rarely is the same burger made twice in one day.

A modern, industrial look captivates the senses with the design, sound, lighting and ambiance of the 21st Century. Designed to be efficient and to maximize profit potential, The Counter® offers an unconventional look at an American tradition—the ultimate burger.
THE MENU
Customers come first. Empowered with 312,120+ burger combinations, customers are limited only by their own imaginations. The Counter’s matrix of choices gives them the ultimate freedom of choice. In addition to awesome burgers, popular menu options include: fried pickle chips, sweet potato fries, tasty onion strings and the carb-conscious salad Burger in a Bowl. The Counter® burgers are made from all natural corn-fed Angus beef for the best quality and flavor. Premium ingredients like Danish Blue Cheese, Peppercorn Steak Sauce, and Roasted Garlic Aioli—among many others—aren’t found at any other burger restaurants.

THE PRESS
The Counter® has been featured on prominent websites and major publications including msn.com, yahoo.com, Food & Wine, Los Angeles Magazine, Restaurant Hospitality, Travel & Leisure, Sunset Magazine, The Los Angeles Times and Angelino Magazine, among others. Most recently, Oprah featured The Counter® as one of the best burgers in America, and GQ magazine named The Counter® on their list of “The Top 20 Hamburgers You Must Eat Before You Die.”

THE MARKET
• The premium hamburger category is a billion dollar segment. The Counter® aims to own this category and be the market leader and innovator
• The Counter® provides an environment that drives repeat customers
• The franchise is appealing to landlords due to an attractive, high-income demographic

THE OPPORTUNITY
The Counter® offers several revenue streams. Franchisees are able to capitalize on lunch, dinner, catering, afternoon hangouts, private parties, weekends and late night dining. Beer and wine sales also increase the average ticket. It appeals to adults, teens, kids and baby boomers. The Counter® has high unit volume potential.
GETTING STARTED
CB Franchise Systems, LLC is offering Area Development Agreements to qualified individuals to develop and operate restaurants within a defined territory.

Our Franchise Agreement has an initial term of 10 years and is renewable for 2 additional 5-year terms. The initial fee is $50,000 for each U.S. restaurant ($60,000 for each international restaurant); the royalty is 6% of gross sales; the promotional fund is 1% of gross sales.

THE SUPPORT
Our team provides assistance with site selection, lease negotiation, construction, store opening, marketing and ongoing support to ensure your success.

THE OPERATION
- State-of-the-art, proprietary operating systems
- POS system that help you manage your business efficiently to maximize profits
- Training to achieve consistent operations is provided based on years of proven success
- Ongoing support to continue to maximize the operation

THE HOURS
The Counter® stores are generally open:
Monday – Thursday 11AM – 10PM
Friday – Saturday 11AM – 11PM
Sunday 12PM – 9PM

Hours vary depending on location.

thecounterburger.com
The following qualifications, among others, are essential to be considered a franchisee for The Counter®:

- Have a proven track record of aggressively developing multi-unit restaurant systems
- Have local knowledge and expertise in the areas of consumer preferences, real estate, government regulations, labor, and distribution issues
- Have access to adequate capital
- Philosophically aligned
- Minimum 3 years experience in casual dining (or fast casual) as owner/operator

Profitability will vary considerably depending on: sales, location, traffic and operating costs, financing terms, your ability to manage and control the costs of operating your business, among other factors.

The availability of sites in specific areas will be discussed during your initial interview. We have a real estate team with relationships and knowledge to assist your development. However, The Counter® cannot predict which locations will be available when the requirement process is complete.
WHAT ARE THE COUNTER® ROYALTY AND ADVERTISING FEES?

Our franchise fee is $50,000 ($60,000 for international agreements); our continuing royalty fee is 6% of gross sales, our promotional fund fee is 1% of gross sales that you remit to The Counter® plus an additional 1% you spend to promote your business.

WHAT IS THE NEXT STEP?

Please visit us online to review our Franchise Criteria at thecounterburger.com/criteria. If you meet the requirements, submit the online Request for Consideration and Craig Albert will contact you to discuss our opportunity.

SITE CRITERIA

Size 2700–3000 SF preferably an end cap or corner location with a minimum 40’ frontage with signature roll-up window.
Parking 10 cars per 1000 SF plus two 15 minute spaces for take-out GLA or 50 cars exclusive to The Counter®
Patio 500 SF exclusive patio
Access Pair of front entry doors, patio exit door, and rear delivery door
HVAC 1 ton per 150 SF
Electric 200 Amp, 277/480V 3 phase/4 wire
Gas 800–1000 C.F.H. with 1,500,000 BTUs
Sewer 4” sewer line stubbed to premises
Water 1 1/2” water line minimum stubbed to premises
Grease Interceptor or trap as per local code provided and waste line stubbed to premises
Signage 2+ building signs plus monument or pylon

DEMOGRAPHIC CRITERIA

Population Two mile 40,000 residential population plus 20,000 daytime population
Median HH Income Minimum $60,000
Traffic Minimum 20,000 ADT with a direct view to location

LOCATION CRITERIA

Restaurants will be located primarily in lifestyle centers or multi-purpose developments that combine residential, commercial, retail and office use with high traffic and good visibility. Proximity to regional malls, entertainment centers and major employment bases are essential. Centers should be located on major roadways with the highest traffic counts possible. Easy accessibility to the center along with good visibility to the street is important.
NEW LOCATION LAUNCH BUDGET (Estimated $)

<table>
<thead>
<tr>
<th>Category</th>
<th>Low</th>
<th>High</th>
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<tbody>
<tr>
<td>Initial Franchise Fee</td>
<td>50,000</td>
<td>60,000</td>
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<tr>
<td>Initial Training Program Expenses, including Travel, Room and Board</td>
<td>12,500</td>
<td>50,000</td>
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<tr>
<td>Site Investigation</td>
<td>3,500</td>
<td>7,000</td>
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<tr>
<td>Lease Payments for Franchise Location Premises First Three Months Plus Lease Security Deposit</td>
<td>19,200</td>
<td>120,000</td>
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<tr>
<td>Professional Design Fees, Architect, Engineer, Kitchen Designer</td>
<td>22,000</td>
<td>45,000</td>
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<tr>
<td>Construction Costs and Leasehold Improvements</td>
<td>300,000</td>
<td>675,000</td>
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<tr>
<td>Utility Hook Up and Impact Fees</td>
<td>5,000</td>
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<tr>
<td>Kitchen Equipment Package</td>
<td>80,000</td>
<td>188,000</td>
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<td>Furniture, Fixtures and Equipment, (excluding Kitchen Equipment Package)</td>
<td>40,000</td>
<td>110,000</td>
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<tr>
<td>POS Computer and Software</td>
<td>19,800</td>
<td>40,000</td>
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<tr>
<td>Project and Construction Management, Expediting and Submission Service</td>
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<td>30,000</td>
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<tr>
<td>Signs, Interior Package and Décor Items</td>
<td>12,000</td>
<td>45,000</td>
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<tr>
<td>Attorney and Accounting Fees</td>
<td>4,000</td>
<td>10,000</td>
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<tr>
<td>Security Deposits (excluding real estate); Utility Deposit and Business Licenses and Permits</td>
<td>3,000</td>
<td>30,000</td>
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<tr>
<td>Tableware, Small Wares and Supplies</td>
<td>18,000</td>
<td>22,000</td>
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<tr>
<td>Inventory (proprietary products; non-proprietary products; collateral logo merchandise)</td>
<td>90,000</td>
<td>225,000</td>
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<td>Insurance</td>
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<tr>
<td>Grand Opening Advertising</td>
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<tr>
<td>Wine/Beer or Full Liquor License</td>
<td>1,000</td>
<td>500,000</td>
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<tr>
<td>Miscellaneous Costs to Begin Operations and Additional</td>
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<tr>
<td>Funds (working capital) for First 3 Months of Operations</td>
<td>50,000</td>
<td>200,000</td>
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<tr>
<td>TOTAL</td>
<td>750,000</td>
<td>2,457,000</td>
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</tbody>
</table>

We appreciate your interest in becoming a franchisee with The Counter®. In order to begin the process, you must visit us online to review our Franchise Criteria at thecounterburger.com/criteria. If you meet the requirements, submit the online Request for Consideration and Craig Albert will contact you to discuss our opportunity.

For Further Information Please Contact:
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