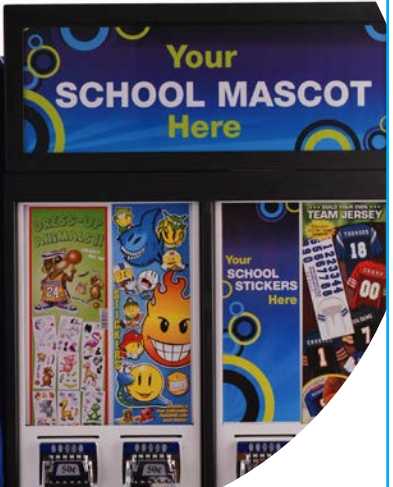




SSVBUSINESS.COM

FRANCHISE INFORMATION





ABOUT US

School Spirit Vending (SSV) is focused on providing hassle-free, year-round fundraising opportunities for as many schools across the country as possible. It's our goal to help save kids from the door-to-door sales associated with traditional school fundraisers. SSV's program requires no volunteers, relieving the fundraising burden off of our schools, so they can focus on what they do best - educating our kids!

Founded in 2007, SSV has created a unique community support system across the country for operators and their families. Our focus on creating multigenerational businesses helps develop entrepreneurs in all age groups throughout the SSV team.

Our vision of replacing traditional school fundraising requires that we:

- Stay on the cutting edge of product innovation in the fundraising arena
- Pair a unique organizational culture with a profitable business model to attract top performers looking for greater financial freedom
- Continuously develop innovative marketing strategies that support our team for franchisee profitability
- Maintain an environment that fosters creativity and sharing of best practices across the SSV franchise team

THE
HISTORY
OF

SCHOOL SPIRIT VENDING

Matt Miller, founder of School Spirit Vending, spent the first 9 years of his career as an Air Force pilot before entering the corporate world to work for Abbott Laboratories and then Valassis. Despite being a top performer for both companies, he had a long-term desire to start his own business and be his own boss. As

fate would have it, a random

conversation with a friend about the gum ball machines his family owned sparked an intrigue for Matt and planted the seeds for what would eventually become School Spirit Vending.

Starting with candy and gumball machines, Matt got frustrated with the market downturn of 2008 and its impact on revenues. Around the same time, four young neighborhood kids came knocking on his door selling stuff for their local schools and Matt got inspired. Maybe tying his knowledge of vending with school fundraising could help get kids off the street and strengthen his revenues at the same time? Just a few months later, School Spirit Vending was



T-38 INSTRUCTOR PILOT, 1991



FIRST MACHINE IN WEST COLUMBIA ELEMENTARY, DELIVERED OCTOBER 2007 (STILL RAISING FUNDS TODAY)



MATT CLEANING GREASE FOR HIS PIZZA HUT DELIVERY DRIVER SIDE JOB, SUMMER 2009

born. Today, School Spirit Vending's Hassle-Free Fundraising Program is helping 1000's of schools across the country raise money, while providing a profitable business opportunity for those seeking personal freedom and added financial security.

That first conversation about owning gumball machines spurred a 10 year business quest for Matt that has brought School Spirit Vending to the cutting edge of both the vending

and school fundraising industries!



2ND TRADE SHOW, 2008

YOU CHOOSE:

**A BUSINESS
THAT FITS INTO
THE CRACKS OF
YOUR LIFE**

OR

**A LIFESTYLE
BUSINESS**

The School Spirit Vending program allows for maximum franchisee flexibility due to the limited time commitment necessary to get started. Long service cycles allow for many on our team to work full-time careers and supplement that primary income stream with opportunities through SSV.

OR

For those looking to break the bonds of a full-time career, School Spirit Vending's program affords that opportunity as well. Many on our team today rely on SSV as their primary source of income. The flexible time commitment required can afford a unique lifestyle for those looking for greater freedom in their life.

Your SCHOOL MASCOT Here

DRESS-UP ANIMALS II

STICKERS



Build Your Own TEAM JERSEY

Your **SCHOOL STICKERS** Here



Puppy Lovell!

STICKERS

PRISMATIC SUPPER STICKERS



DRESS UP ANIMALS

Don't BUG ME!



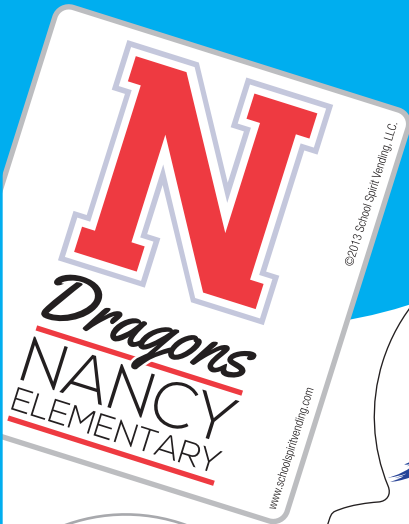
School Spirit
Education
+ Passive Fundraising

School Spirit Vending

**JOIN THE
TEAM. BE THE
ANSWER.**

SCHOOL SPIRIT

Customization is one of the things that makes School Spirit Vending truly unique in the vending industry. Our professional design team creates custom signage and custom school spirit stickers for all of your schools. Schools utilize our spirit focus to create unity and promote their pride.

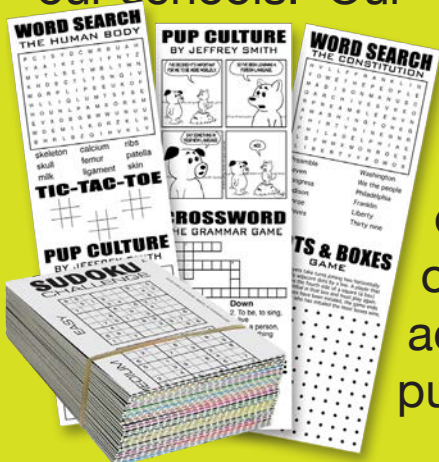




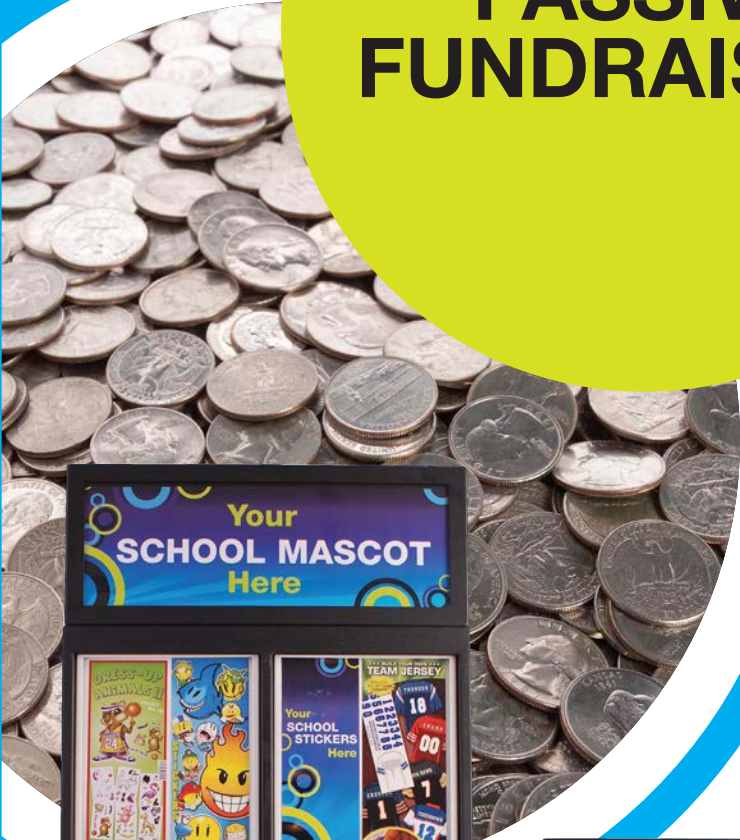
EDUCATION

Our focus on education in addition to fundraising is an added benefit to the kids of our schools. Our exclusive educational

Board Games come with most of the stickers vended from our machines, giving our customers (the kids) added value with every purchase.



PASSIVE FUNDRAISING



While most traditional fundraisers require armies of volunteers and put kids and their parents on the front lines of their sales force, the School Spirit Vending program requires no volunteers or added effort from our schools or their families. We do all the work and they simply cash the check!

FREQUENTLY ASKED QUESTIONS

How Do I Get My Locations?

SSV's comprehensive marketing and training systems provide you with all the tools you need to secure locations. As we're literally giving free money to our schools, operators with little or no experience can quickly locate and develop locations at whatever pace they choose to grow.

What Type Of Vehicle Is Necessary For My SSV Business?

Stickers take up little space when servicing and the machines themselves are typically delivered in three pieces for quick assembly on-site. Most distributors operate their SSV business out of their family vehicle.

How Often Do I Need To Service My Schools?

A major benefit of our equipment is product capacity. Our machines hold up to 1800 vends when full, so your schools only need to see you every 4 school weeks or so, enabling our program to fit into the cracks of your life.

Do Our Machines Require Electricity?

SSV's machines require no electricity and are completely mechanical. They are also extremely simple to use and stand the test of time as their technology has been utilized in the vending industry for years.

How Long Will My Machines Last?

These machines are built like a tank and will last for decades with very little maintenance required.

What Tools Are Necessary To Service and Assemble My Machines?

Two crescent wrenches, a set of pliers, a screw driver, and a socket wrench. That's it!

How Do I Move My Machines?

Most operators have a dolly that they utilize to move their machines in and out of their schools. Machines are separated into 3 parts for ease of transport.

Do You Have Territories?

All SSV franchisees will be awarded a protected territory of schools that they alone develop and maintain. These exclusive territories provide stability for each operator's business.

Are There Any Accounts Receivable?

There's no invoicing or accounts receivable with SSV. Operators collect their quarters directly from each school's machines.

Where Do The Stickers Come From?

Much of our product is developed and printed exclusively for the SSV team and the school environment. We also offer licensed properties like NFL, Disney, and the like when these products are available from our partners. All products we offer are age appropriate for kids 3 and up.

What is the Cost Of Each Vend?

Each vend is typically 50 cents, though our mechanisms can be modified for vends at a different price.

How Much Of An Impact Can 50 Cents Have On Education?

Actually, to date we've raised nearly \$3 Million for the schools we serve.

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