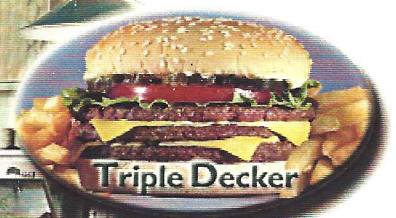


HUDDLE HOUSE®

Always Open, Always Fresh



Grilled Chicken Club



Triple Decker



Giant Southern BBQ



Country Fried Steak



Big House Breakfast



Huddle House

The foundation of Huddle House was born through a desire to provide a full service restaurant for football fans of the 1960's, seeking a post-game location to eat and "huddle-up" with family and friends.

Huddle House restaurants are taking on a colorful new look, reminding patrons of those diners from the past, including cheerful red table tops and a clean stainless steel grill. At the core of the Huddle House menu are five signature "Big House" sandwich platters, featuring country BBQ, country-fried steak, a half-pound Texas steak, a triple-decker and a grilled chicken club platter, plus 3 "Big House" breakfast platters to satisfy the biggest of appetites.

As a full service franchisor, Huddle House Inc., provides all the advice, service and support required to go into business. The Huddle House expertise and knowledge in operating successful 24-hour family restaurants is a "recipe for success," with effective and efficient restaurant construction and engineering, training, marketing and operational support.

The Huddle House Franchise and Development team lead qualified candidates through the franchise process from initial inquiry to store opening and beyond. Site evaluation, construction services, standard blueprints, and training are only some of the services we provide before your restaurant opens. Ongoing services include marketing support, field support, and a full service Huddle House food distribution system. We are always with you!

Huddle House is looking for people who want to take control of their destiny. The first step in becoming part of the Huddle House team is to call 800-868-5700.



FRANCHISE ADVANTAGE

Huddle House offers the best formula for success...24 hours a day, 7 days a week, 3 distinct meal periods a day. Join our team and open your own restaurant business, utilizing the established Huddle House "recipe for success."

At Huddle House our success is your success. Our company continues to grow at a phenomenal rate due to the high level of excellence expected and delivered by our franchisees.

The Huddle House Franchise and Development team is ready to assist you in becoming a member of our family of worthy business partners. The Franchise Development playbook is full of strategies and proven procedures to make the most of your business venture. From a single-store operation to a multi-store development package, from free standing units to co-branded locations, the Huddle House team offers you 36 years of experience in the 24 hour family restaurant marketplace, as well as strong operations, training and corporate support.

The \$20,000 Huddle House franchise fee gives you access to our team of dedicated business partners, plus the benefits of our expertise and brand recognition in the restaurant industry.

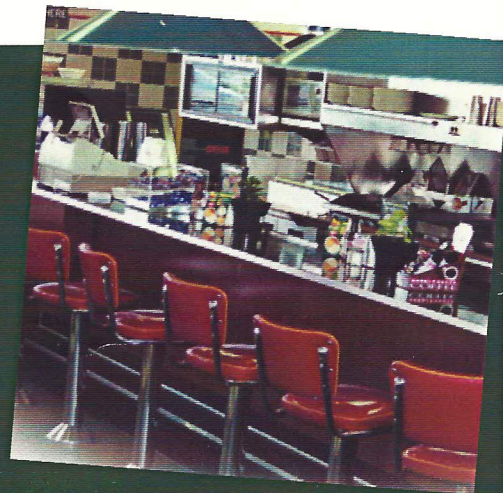
The Huddle House Advantage is "One Stop Franchise Shopping." The Huddle House Food Division establishes quality specifications and standards for all products used in Huddle House System Units. Our centrally located distribution facility offers each Huddle House restaurant a competitively priced "one stop shop" for approved food and supply products. By aligning with the Huddle House Food Division, franchisees take advantage of lower food costs through our bulk food buying power. Our trained customer-service staff communicates with restaurants weekly, helping them purchase the best quality food at the lowest possible price.

The Equipment Division provides competitive low prices and experience in restaurant equipment purchasing. The Equipment Division delivers the necessary components and instructions at much lower costs to the Huddle House franchisee. Furthermore, the Equipment Division is available to Huddle House franchisees should parts and replacement equipment be necessary during the operation of your business. The Huddle House Construction / Engineering department assists you, your engineer, and approved general contractor.

From groundbreaking to final inspection, franchisees are granted the freedom to choose independent contractors and/or sign manufacturers, provided they meet Huddle House, Inc.'s reasonable standards and requirements.

New Huddle House restaurants feature a redesigned interior with polished chrome cooking areas, fun checkerboard tiles in green-and-white, accented by the red Formica table tops, cherry-wood counters, pendant lighting and red-cushioned counter stools.

Our Engineering and Construction department will assist you with proper decisions to make your new restaurant a reality.



FRANCHISE SUPPORT

The services and advantages available to you in connection with a Huddle House franchise are numerous and combine to make this a complete turn-key business opportunity.

Training

Prior to the opening of the unit, you will be required to attend the Huddle House intensive 7-week Performance Based Training Program. New Huddle House franchise managers benefit greatly from the program's innovative combination of education in the classroom, as well as practical work in a training store, all of which is directed by the Huddle House Training Department.



Some of the topics covered will include: Hospitality, Customer Service, Food Preparation and Safety, Employee Scheduling, Cost Control, Quality Assurance, Store Security, Budgeting, as well as discussion of Sanitation Principles, Reduction of Turnover, Interviewing, Hiring and Training Objective, Maintenance and Repair, Legal Issues, and Local Marketing and Advertising.

The main objective of Huddle House Training is to provide operational knowledge and skills to managers in training who are motivated by the Huddle House standard of excellence.

Managers-in-training are taught to be "line effective" and will be certified in both cook and server positions upon passing the operational procedures test.

Operations

On-going guidance and support of your operation is provided by our Field Service representatives. These veteran operations professionals provide advice and counsel

in all aspects of your Huddle House restaurant. Our

Field Service representatives host annual regional operations and marketing workshops to assist managers, operators, and franchisees with new products and procedures.

Marketing

Huddle House provides a constant flow of new and innovative ideas and marketing materials to assist the Huddle House system with sales, promotions, public relations, and the branding of our image and products.

At Huddle House, "Four Walls Marketing," teaches franchise business partners to successfully market their Huddle House restaurant from the inside out, including plate presentation, hospitality, suggestive selling and point-of-sale merchandising. Huddle House Marketing has developed a comprehensive "TOOL BOX", featuring print materials to promote each store. It includes newspaper ads, table tents, menus, and manuals on local marketing, catering, and hospitality. Additionally, we provide stores with the "Recipe for Success" manual, outlining proven marketing strategies, tactics and priorities.



BUSINESS ELEMENTS

The Business and Development elements necessary to start your own Huddle House restaurant vary from location to location. Huddle House requires potential franchise business partners to have a minimum of \$200,000 in liquid assets and access to a building site for their own new Huddle House restaurant.

The average element costs required for beginning your new Huddle House restaurant are listed below.

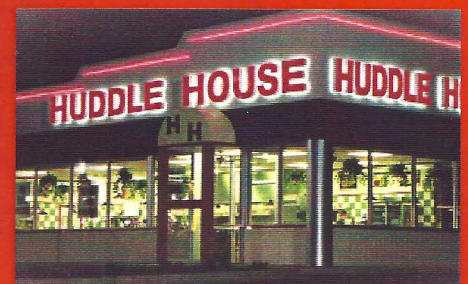
Franchise Fee: \$20,000
Property: Average \$190,000
Construction: Average \$250,000
Site Improvements: Average \$70,000
Equipment: Average \$110,000
MISC Expenses: Average \$5,000

The total Business and Development costs an average of \$600,000 for the franchisee.

Range of Costs

In order to put together a new Huddle House Franchise you will need to review and understand the business elements necessary for the licensing, stocking, and continuing operation of the franchised business, as well as the development elements needed to arrange for the physical plant. The business and development element costs will vary, depending on each location's site requirements.

These same Business Elements will be required for your franchise no matter how the Development Elements are arranged. The funds required for these Business Elements will need to be readily available to the franchisee at closing and prior to the opening of the restaurant.



Huddle House is open 24 hours a day, serving delicious meals, cooked to order, a place where hungry folks gather to enjoy good food, good friends and good hospitality.

This Mission Statement is our customer pledge. Each store strives to deliver our pledge of service and quality to every customer, every meal, every day.

THE HUDDLE HOUSE FRANCHISE ADVANTAGE

The Huddle House Advantage is "One Stop Franchise Shopping." Huddle House provides outstanding support services for our franchisees. Every franchisee is supported by qualified development professionals; a dedicated equipment source; an experienced training department; and skilled operations consultants in the field; all backed by aggressive and seasoned marketing professionals; food purchasing and distribution systems, new product development, and quality assurance services. Advisory services begin with our franchise development department. We will guide and advise you through from the application process through construction and the grand opening of your new Huddle House.

Huddle House Top 10

Reasons to Franchise with Us

- 1. 26 Consecutive Years of Same Store Sales Growth Increases**
- 2. National Name Recognition In The Unique 24-Hour Family Dining Segment**
- 3. A full menu of delicious meals, including our signature "Big House Platters"**
- 4. Comprehensive Training Programs**
- 5. Central Equipment and Food Purchasing**
- 6. Proven Food Preparation and Serving techniques**
- 7. Ongoing operational, training and consultation support**
- 8. Multiple Building Options**
- 9. Low Food Cost and Less Food Waste**
- 10. Aggressive National Marketing Strategies and Campaigns**

**Contact Huddle House today for your
Franchise Application!**

1-800-868-5700 or

www.HuddleHouse.com