

**NOTICE OF VIOLATION PURSUANT TO
SECTION 31303 OF THE CALIFORNIA CORPORATION CODE**

RECEIVED
DEPT OF CORPORATION
SAN FRANCISCO

THIS NOTICE DISCLOSING VIOLATION OF THE FRANCHISE INVESTMENT LAW HAS BEEN APPROVED BY THE COMMISSIONER OF CORPORATIONS ONLY AS TO ITS FORM. SUCH APPROVAL DOES NOT IMPLY A FINDING BY THE COMMISSIONER THAT ANY STATEMENTS MADE HEREIN OR IN ANY ACCOMPANYING DOCUMENTS ARE TRUE OR COMPLETE AND THE COMMISSIONER MAKES NO RECOMMENDATION AS TO WHETHER OR NOT RESORT SHOULD BE HAD TO THE CIVIL REMEDIES PROVIDED IN THE FRANCHISE INVESTMENT LAW.

This Notice of Violation (the "Notice") under Section 31303 of the California Corporations Code (the "Code") relates to the sale of Fetch! Pet Care franchises by Fetch! Pet Care, Inc. (the "Franchisor") to certain residents of California during the period of April 21, 2006 to November 30, 2009, which franchises were not registered with the California Commissioner of Corporations (the "Commissioner") in accordance with Section 31110 of the Code. There were 3 sales in 2006, 14 sales in 2007, 8 sales in 2008, and 4 sales in 2009. There were transfers of territory as follows: 1 transfer in 2006, 2 transfers in 2007, 1 transfer in 2008, 3 transfers in 2009 and 1 transfer in 2010.

Exhibit 1 attached to this Notice lists the names of each affected franchisee who purchased a Fetch! Pet Care franchise, the date each such franchise agreement was executed and the initial franchise fee paid.

The Franchisor has applied to re-register its Fetch! Pet Care franchise with the Commissioner. If a franchisee does not accept the below offer of rescission, that person shall be furnished with Franchisor's Franchise Disclosure Document separately from this Notice once it is registered.

Franchisees who purchased franchises that were not registered in compliance with Section 31110 of the Code may have the right to sue the Franchisor for damages caused thereby, or have the right of rescission, subject to other conditions described in Section 31303 of the Code.

A franchisee's right of action, if any, under Section 31300 of the Code, must be filed not later than 90 days after delivery of this Notice (or other time limit stated in Section 31303 of the Code; see below).

Section 31303 of the Code states: "No action shall be maintained to enforce any liability created under Section 31300 unless brought before the expiration of four years after the act or transaction constituting the violation, the expiration of one year after the discovery by the plaintiff of the fact constituting the violation, or 90 days after delivery to the franchisee of a written notice disclosing any violation of Section 31110 or 31200, which notice shall be approved as to form by the commissioner, whichever shall first expire."

This Notice is not subject to any condition not authorized by Section 31303 of the Code.