

Franchise Opportunity



RejuvaSpine™

www.rejuvaspine.com

Welcome to RejuvaSpine

Dear Prospective Franchisee,

Thank you for your interest in RejuvaSpine Clinics of North America, Inc. We are proud of the offering that we have created and are excited that you are interested in being a part of our future given the many opportunities in the franchise industry.

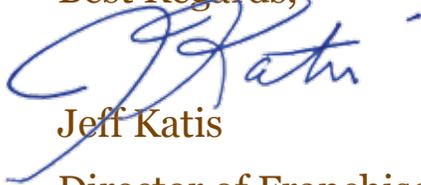
What sets us apart, however, is how highly rewarding a RejuvaSpine clinic is for individuals who enjoy helping others. As a RejuvaSpine franchisee, you can make a difference in your community, in the lives of others, as well as your own.

Entrepreneur.com, in its Hot Franchising Trends for 2007, ranked “Personal-Care Services” as one of the fastest growing segments for franchise opportunities. With our highly effective treatment program for back pain, RejuvaSpine has the ability to appeal to a wide demographic which has placed us in a position to capitalize on the explosive growth of the \$2 trillion health care industry. Approximately 80% of Americans experience back pain at some point in their lives, and 76 million baby boomers represent a constantly growing market for back pain treatment. A tremendous need exists in this booming industry as consumers continue to become more self-educated and empowered in their health and medical choices.

With that in mind, we believe we are on the verge of an attractive franchise concept with great potential, and we are looking for like-minded business people who want to share our vision and growth. Our goal is to be the industry leader of providing back pain relief to people around the world, and we recognize that our franchise partners will play a vital role in achieving this success.

RejuvaSpine is truly a unique concept with tremendous opportunity and we will continue to grow with entrepreneurs like you. Thank you again for your interest and we look forward to welcoming you into the RejuvaSpine family.

Best Regards,



Jeff Katis

Director of Franchise Sales & Development



RejuvaSpine Philosophy

Our Vision

The goal of RejuvaSpine Clinics of North America, Inc. is to be recognized as the industry leader of providing back pain relief to people around the world.



Our Mission

The mission of RejuvaSpine™ Clinics is to make a positive difference in the lives of back pain sufferers by helping them achieve a higher potential and greater quality of life through our innovative and highly effective IDD® Therapy treatment program.

Our Values

At RejuvaSpine Clinics of North America, Inc. we:

- Recognize the importance of our people
- Act with uncompromising integrity
- Are committed to continuous improvement and innovation
- Believe in a unity of purpose



RejuvaSpine Advantage

Entrepreneurs

- Low cost, high-end business
- Low overhead, high margins
- No prior medical experience
- Single and multi-units available

Medical Industry

- \$2 trillion thriving health care industry with highest growth rate (more than 2.5 times all industries)
- Insurance industry shifts have created self-reliant patients
 - Service-oriented

RejuvaSpine Advantage™

- Highly effective treatment alternative to back surgery
- Treatments administered by certified back pain specialists
- World-class developer and manufacturer of medical orthopedic devices
- Proven business model with strong track record of performance
 - Ongoing training and support provided by our franchise development and operations teams

Technology

- Innovative and highly effective treatment program
- Non-surgical and non-invasive
- FDA cleared, patented device used to treat back pain
- Convenient and cost effective

Market

- Health and wellness (\$70 bil.)
- 2 of 3 Americans will have back pain at some point in their lives
- 76 million Baby Boomers represent a growing demographic
- Consumers becoming more involved

Frequently Asked Questions

What is RejuvaSpine?

The RejuvaSpine concept is a new offering via a franchise involving back pain clinics expanding the nation's health care service providers. However, our affiliate company, North American Medical Corporation (NAM), has been a world-class manufacturer of medical orthopedic devices that help patients and medical doctors to avoid traumatic back surgeries since 2000. RejuvaSpine clinics specialize in IDD Therapy® (Intervertebral Differential Dynamics Therapy), which is the innovative and proven treatment for the relief of lower back pain. With an 86% to 94% documented success rate, some 10,000 patients are estimated to have experienced a cure from their dramatic pain obtaining permanent relief and healing.

How is the RejuvaSpine franchise different from other franchise opportunities?

A RejuvaSpine franchise provides a franchisee the opportunity to rapidly and successfully participate in what is, without question, the wealthiest industry in the world: the medical and health care industry utilizing a new cash-based model in the emerging medical industry, with the security, success, respect, and renewed quality of life that comes with it.

Do I need prior experience in the medical industry?

No. Previous experience managing a business is a great advantage and desired for becoming a RejuvaSpine Franchise Partner. However, our extensive training program and years of experience in the medical industry will get you ready to operate a RejuvaSpine clinic.

What are the financial requirements to become a RejuvaSpine franchisee?

We recognize that the ideal candidate isn't necessarily the one who looks best on paper, so we consider the personality and enthusiasm that an individual possesses as well. The ideal candidate for a RejuvaSpine clinic should have a net worth of \$750,000 and liquid capital of \$200,000.

Frequently Asked Questions (cnt'd)

What is the investment required to open a RejuvaSpine franchise?

The total estimated initial investment for a store typically ranges from \$259,000 to \$379,000. However, it can vary widely based on location, geography, and size of the unit.

Do you have opportunities for multi-unit development?

Yes. For qualified individuals, we have multi-unit development opportunities as well as a separate Area Development Agreement.

Is financing available for my RejuvaSpine business?

Yes, via third party. Several outside financing companies provide both SBA and more traditional franchise finance lending to qualified Franchise Partners in the RejuvaSpine system.

What is the term of my franchise agreement?

The initial term of the franchise agreement is 10 years, with an option to renew the franchise for an additional 10-year term.

How much is the franchise fee?

The franchise fee is \$40,000 for our clinic model and \$3,000 for a "Conversion Franchisee" (converting an existing/ Operation clinic to a RejuvaSpine Clinic)

How much is the royalty fee?

The royalty fee is 6% of gross sales.

What kind of return can I expect to make on my investment?

Profitability varies depending upon a number of factors including sales, location, occupancy, operating cost and the ability of the franchisee to manage and control the business. RejuvaSpine cannot answer questions related to profit and loss. Franchise law prohibits RejuvaSpine from making any earnings claims; however, as part of your due diligence, we will provide a list of referral clinics from which to query in depth on this subject.

Frequently Asked Questions (cnt'd)

Is there a training program?

Yes. Upon execution of your Franchise Agreement, and prior to your store opening, you (and your operating partner) will receive comprehensive training in our certified training store in Atlanta, GA. There is no additional fee for the training at this time, but Franchise Partners pay their and their employees' costs of transportation, lodging and meals.

What is the ideal size and location for a RejuvaSpine franchise?

The typical clinic will be approximately 1,500 to 1,800 square feet and may be located in an office building within a medical complex, strip center, or stand-alone facility.

How soon after approval can I expect to open my store?

Location is the biggest determining factor, and site selection is primarily the responsibility of the franchisee. After site identification and site approval from RejuvaSpine, next are lease negotiation, design, layout and construction. Typically, the length of time between signing the Franchise Agreement and opening your store is between 4 and 6 months. Remember, though, when you're a RejuvaSpine Franchise Partner, we help you every step of the way!

I am definitely interested in franchising a RejuvaSpine clinic. What do I do next?

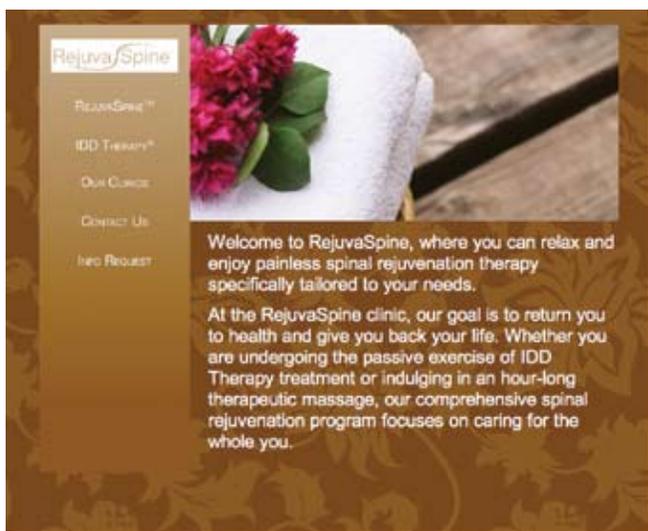
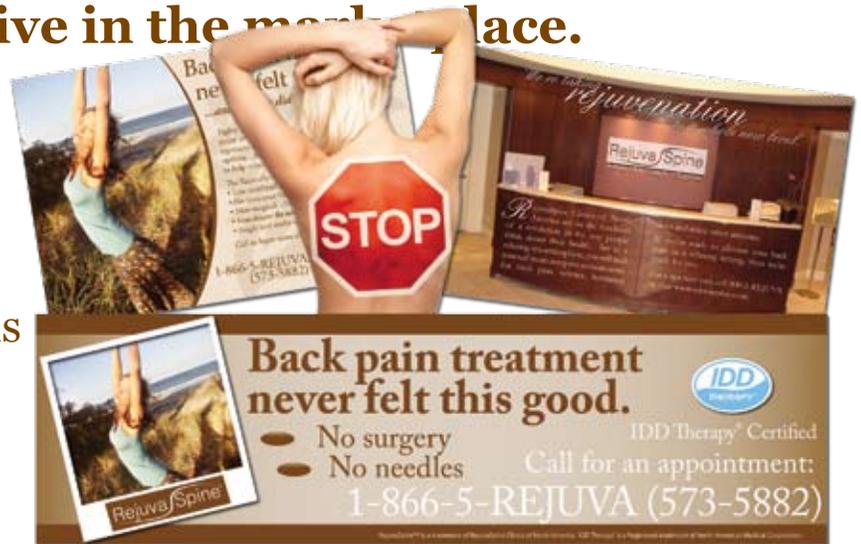
Complete and return a RejuvaSpine application. Upon receipt of your application, it will be reviewed, and one of our representatives will contact you. Please call our Franchise Sales & Development department (1-866-5-REJUVA) and speak to a member of our team.

Marketing Tools

We know that our success as a company is directly related to the success of our franchisees. That's why we are committed to giving you the tools to make your business the best it can be. As a RejuvaSpine franchisee, you will benefit marketing techniques that have been proven effective in the marketplace.

Advertising Materials:

- Newspaper ad templates
- Magazine ad templates
- Customizable TV commercials
- Billboard templates
- Press releases



Custom website:

- No design or programming experience
- We maintain and update your site
- Custom “About our clinic” and “Contact Us” pages
- Your site comes with the RejuvaSpine look and feel