



FACT SHEET

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| CORPORATE NAME | THE FIRKIN GROUP OF PUBS |
| CORPORATE OFFICE | 20 Steelcase Road W., #1C Markham, Ontario, Canada (905) 305-9792 |
| ESTABLISHED | 1987 - The Fox & Firkin, Toronto |
| EXECUTIVE DIRECTORS | Stanley Adelson, President Ian Fisher, CEO Larry Isaacs, Director of Marketing David Gnesin, Director of Franchise Operations David Myers, Director of Corporate Operations Paul Saraiva, Director of Business Development |
| LOCATIONS | The largest pub chain in Canada with 29 locations (28 in Ontario, 1 in BC) 15 locations open in the U.S. (3 in California, 2 in Florida, 2 in Georgia, 1 in Illinois, 1 in Kansas, 1 in Michigan, 1 in Nevada, 1 in Texas, 3 in Virginia and 180 more locations currently in development. |
| AVERAGE FIRKIN SIZE | 2,500 – 4,500 square feet |
| FRANCHISE INFO | Units: (28 ON, 1 BC, 15 US) Units in development: 180 Franchise Fee: \$30,000 Start Up Costs: \$297,850 – \$1,002,000 Net Worth Required: \$500,000 Square Feet: 3,000- 4,500 Guests: 80-150 plus bar Royalty: 5% Advertising: 2% Check Average: \$12-\$14 |
| CHARITY | Sick Kids Hospital's Cardiac Kids Toronto, Ontario, Canada |
| AWARDS | 2002 Corporate Citizenship Award 2002, Canadian Franchise Association 2003 Trillium Award - Restaurateur of the Year, Ontario Restaurant News |
| WEBSITE | www.firkinpubs.com |

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For more information contact:

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