



CPRIOA
An Independent Association of Cell Phone Repair Franchisees
an Affiliated Chapter of the
American Association of Franchisees & Dealers
The Center for Total Quality Franchising®

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May 21, 2020

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Re: Batteries+Bulbs co-branding initiative

Gentlemen:

We reached out to you in March seeking a dialogue regarding a proposed amendment to the CPR franchise agreement. Sadly, our overture received no reply and we have not heard anything further regarding the proposed amendment. We are still open to that dialogue.

We write to you today regarding an initiative that will materially impact and modify the CPR business model. As was the case with our March correspondence, our members are seeking our advice with respect to the proposed system changes and we wanted to connect with management to discuss our mutual interests with respect to the announced agreement with Batteries+Bulbs.

As we advised in March, the CPRIOA, and our membership, is made up of passionate franchisees who are dedicated to the success of our brand – our mutual success. We hope that we share the goal for CPR to be the number one brand and network for electronics sales, support and repair.

In that spirit, our goal is to embrace CPR-MMI's goals and objectives that are intended to improve brand market share and profitability. At the same time, we seek management to be sensitive and supportive of the success and profitability of CPR franchisees and we urge management to work collaboratively with us to achieve and embrace initiatives that we can mutually embrace.

We also again advise that our counsel has opined that the proposed system modifications likely constitute material modifications of our existing business model that may require amendment to our franchise agreements such that CPR-MMI and Assurant has an obligation to provide full disclosure of the proposed modifications

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pursuant to the Federal Trade Commission Rule on Franchising, as well as applicable state franchise disclosure laws.

We again request and invite you to open a dialogue to discuss our respective goals and concerns with respect to the proposed initiatives with a goal of achieving a path we can all endorse and embrace. We would appreciate a reply to our invitation within the next week.


Respectfully,



Shane Mericle



Eric Farr



Andrew Harberts



Brent Belch



Rick Bouse



Britt Bay

Board of Directors, CPRIOA

cc: CPR Members and Franchisees