



**AFFA**  
**An Independent Association of Anytime Fitness® Franchisees**  
an Affiliated Chapter of the  
**American Association of Franchisees & Dealers**  
*The Center for Total Quality Franchising®*

P. O. Box 10158  
Palm Desert, CA 92255-1058  
(619) 209-3775  
Fax: 866-855-1988  
Website: [www.AAFD.org](http://www.AAFD.org)  
Email: [AFFA@aafdchapters.org](mailto:AFFA@aafdchapters.org)

February 25, 2020

Mr. Chuck Runyon, Chief Executive Officer  
Mr. Dave Mortensen, President & Co-Founder  
Ms. Stacy Anderson, Anytime Fitness Brand President  
Self Esteem Brands  
111 Weir Drive  
Woodbury, MN 55125

**BY EMAIL AND CERTIFIED MAIL:** [chuck@sebrands.com](mailto:chuck@sebrands.com), [dave@sebrands.com](mailto:dave@sebrands.com), [stacy.anderson@sebrands.com](mailto:stacy.anderson@sebrands.com)

**Re: Request for FDD Disclosure of the AFFA, an Independent Association of Anytime Fitness® Franchisees**

Dear Mr. Runyon, Mr. Mortensen and Ms. Anderson:

On behalf of the Steering Committee of the AFFA, an Independent Association of Anytime Fitness® Franchisees, we make this formal request that Self Esteem Brands disclose the existence and contact information of the AFFA in its Franchise Disclosure Documents issued and/or published after this date, pursuant to C.F.R. §436.5(t)(8).

The AFFA is duly organized as a chapter of the American Association of Franchisees and Dealers (AAFD). The AAFD is approved as a 501(c)(6) tax-exempt trade association under federal law, and is approved for similar status under California law. The Federal Trade Commission Report on its Amended Franchise Rule explicitly recognizes AAFD chapters as meeting the Amended Rule's requirements for mandatory disclosure. See Report at p. 15508, n. 648.

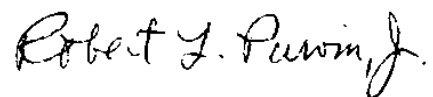
Please list the following contact information for the AFFA:

AFFA, an Independent Association of Anytime Fitness® Franchisees  
a Chapter of the American Association of Franchisees & Dealers  
PO Box 10158  
Palm Desert, CA 92255-1058  
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Please confirm your acknowledgement and assurance of honoring this request within 72 hours of your receipt of this correspondence.

Very truly yours,

A handwritten signature in black ink that reads "Robert L. Purvin, Jr." in a cursive script.

Robert L. Purvin, Jr., Chairman and CEO of the AAFD  
On Behalf of the Steering Committee of the AFFA

cc: The AFFA Steering Committee