



About Us and our Gympugs™

Bouncing down a tumble track past cartoon bugs the size of trucks, one of our Gympugs™ laughs ecstatically as she hurls herself into a foam pit. For kids, six months to six years of age, Rolly Pollies® turns the work of a workout into a dynamic day of energy, creativity and fun. Similarly, for the people who operate Rolly Pollies® franchises, making money while making a difference, transforms the very idea of work into a brighter and more meaningful future.

Rolly Pollies® is more than just a facility featuring fitness and fun, music, art and birthday parties for kids. Behind every joy-filled jump and confident climb is a highly developed age-appropriate curriculum, a thoroughly trained staff, and a franchise system that supports its franchisees not just with manuals, pictures and videos, but more importantly, with energy, enthusiasm, personal attention and direction. Of course, having a giant moon bounce helps too!

While the business of fun offers emotional rewards far beyond that of most workplace environments, the enjoyment factor does not come at the expense of economic value. In fact, the financial opportunity of operating a Rolly Pollies® unit usually represents not just a new beginning to a franchisees' quality of life, but also a significant improvement in their income.

Franchisees are given the tools to transform destination space in demographically viable areas into visually stunning environments, full of color, light, giant bugs and most importantly, happy and healthy kids. Child sized gym equipment, musical instruments and art supplies are then incorporated as part of a cohesive system that focuses on applying professionally developed curricula into programs that enrich children while captivating their parents.

Rolly Pollies'® weekly programs are sub-divided for infants, toddlers and preschoolers. Five nine-week sessions, camps and birthday parties provide a lot of excitement and multiple revenue sources. Whether our Gympugs™ are improving their coordination zooming down a zip line, exploring different timbres on a Music Adventures' gathering drum, or exploring with finger paints in Creative Arts Adventures, their physical, intellectual, emotional and social growth are always the focus . . . and the reward.

Founded in 2002 by Joseph Dondero and John Mann, graduates of the United States Naval Academy, Rolly Pollies® International is a privately held company that franchises the Rolly Pollies® children's gym system worldwide. As of November 2010, Rolly Pollies® has locations in Severna Park and Crofton, MD, East Amherst and Orchard Park, NY, Mooresville, NC, Summerville, SC, Austin, TX and Hong Kong.



Our Management Team and their Stories

Joseph R. Dondero, Co-Founder and Chief Executive Officer

Whether interacting with potential franchisees or working with curriculum directors, Joe Dondero leverages his varied background as the foundation for the management, training and physical fitness expertise he brings to Rolly Pollies® and the children's gym industry.

A 1991 graduate of the U.S. Naval Academy, Joe developed important training and communications skills during a six-year naval career that included a four-year station aboard the USS Ingersoll (DD 990) and a two-year stint as a Naval Academy instructor.

Honorably discharged in 1997, Joe moved to Colorado where he successfully founded, operated and sold Aspen Independent Landscaping. Moving east, he then served as Vice President of Client Services for a financial printing firm in New York City before he and John Mann began their search to develop a meaningful business that would make money while making a difference. Rolly Pollies® is the product of that effort.

Joe is USA Gymnastics Safety and Kinder Accreditation for Teachers (KAT) certified.

John C. Mann, Co-Founder and President

John Mann is responsible for the day-to-day operations of Rolly Pollies® International and he currently teaches and operates the Austin, TX location. From building strategic relationships to managing training and marketing initiatives, John is committed to building a successful business that engenders meaning in the lives of franchisees through a dedication to the well being of the children they serve.

Like Joe, John's management, training, and physical fitness leadership experience developed from his outstanding Naval service. A 1991 graduate of the U.S. Naval Academy, John was honorably discharged after seven years of active duty in the Surface Warfare Community.

After disembarking from the Navy, he became a Senior Technical Placement Specialist with System One Technical Inc. before holding management positions for e.spire Communications Inc.

Also the founder of Believe to Achieve Publishing, John authored "My Life's Goals," which helps young adults visualize, record and strive to achieve the goals they set with their parents and mentors. John is USA Gymnastics Safety and Kinder Accreditation for Teachers (KAT) certified. He and his wife live in Austin, TX with their three children.



Our Curriculum Designers

Martina Balke, Director of Movement Curriculum

Developing healthy, confident children is the mainstay of the Rolly Pollies® franchise concept, and Martina Balke Ed. D. brings 30 years of experience in movement and physical education to the design and implementation of Rolly Pollies® gym programs. Prior to joining Rolly Pollies®, Martina designed movement curricula for facilities throughout the world and taught at an internationally renowned children's development center in Baltimore, Maryland.

Martina earned her Doctorate degree in Physical Education Curriculum Development and Training from the Teachers College at Columbia University in New York City. She had previously served as a faculty member and researcher in the Department of Kinesiology at Towson University, a dance instructor at Chesapeake Dance Theatre and a physical education teacher in Connecticut and Germany.

A native of Germany, Martina now lives in Annapolis, MD with her husband and two children.

Jennifer Garr, Director of Music Adventures

Music is an important element of the cohesive, multi-disciplined program that comprises the Rolly Pollies® franchise system. Jennifer Garr brings more than 13 years of theoretical and hands-on experience to the development of this program. Prior to working at Rolly Pollies®, she was a faculty member at the Peabody Preparatory of Johns Hopkins University where she designed and taught early childhood curricula for children aged 2 months through 9 years old.

Jennifer co-authored "Keyboard Explorations: A Beginning Piano Method for Young Children," instructed private piano lessons for the Chesapeake Academy and taught musical theatre for Stageworkz in Severna Park, MD. She has also worked as an elementary school music teacher in Chatham, New Jersey.

Jennifer's training includes studies at the Lincoln Center Institute and Julliard School of Music. She holds a B.A. in Music Education from Ithaca College with a major in Voice and a minor in Piano. She also has her Orff Certification, Level 1 from Westminster Choir College in Princeton, NJ. Jennifer now resides with her husband and infant son in Jackson, NJ.



Robin Webster, Director of Creative Arts Adventures

Creative arts allows children to unlock their minds and let their imaginations soar. At Rolly Pollies®, the Creative Arts Adventures curriculum, designed by Robin Webster, challenges and inspires children using a thematic and stimulating approach to the study of arts and crafts.

Like every element of Rolly Pollies® curricula, the art program activities are purpose-driven. Even finger painting, for example, is transformed from a usually chaotic time-killing tool into a themed adventure that teaches process and critical thinking. The intentions of the program as a means of developing children intellectually are serious, but from a kid's perspective, classes are all about having fun.

Prior to her time at Rolly Pollies®, Robin spent 13 years at Hyattsville's Greenwood Nursery School where she served as both a head and assistant teacher. A mother of three children, Robin makes her home near Severna Park, MD.



Frequently Asked Questions

Questions for big Gympugs™ Bitten by the Entrepreneurial Bug!

1. What is Rolly Pollies®? Why is it a strong franchise opportunity?

Rolly Pollies® is a children's gym franchise featuring fitness and fun, music, art and birthday parties. As happy, confident kids--ages six months to six years old--run by giant bug murals, tumble on padded floors and play on equipment sized just for them, spirits soar. And not just for the kids and their parents. Franchisees realize the incredible rewards that come from working with children as they take on a new challenge in their lives.

What makes Rolly Pollies® a great franchise opportunity is that owners make money while making a difference. Seeing a child gain the confidence to climb a cargo net or do a flip into a foam pit for the first time will always bring a smile, but making a great living in the process certainly adds to the reward.

2. Who makes a good franchisee? What are the qualifications?

Enthusiasm and a love for kids, along with a strong desire to "be the boss" of your own successful business are the key qualifications for a Rolly Pollies® franchisee. Having years and years of experience working with kids is not nearly as important as having a genuine desire to make an impact in their lives and the lives of their families and communities.

Energetic and driven entrepreneurs with excellent management and people skills make great additions to the Rolly Pollies® family.

3. What demographics do you look for when scouting locations? What kind of space is required?

We work closely with our franchisees to evaluate locations within territories once designated. As a baseline, areas that have a median household income of at least \$65,000/year and an accessible population of at least 30 – 50,000 kids below the age of six are ideal. Though we must consent to any proposed location, the final real estate choice is a decision made by the franchisee.

As a destination business, Rolly Pollies® does not rely heavily on drive-by or walk-by traffic for its success, but each 5000+ square foot location must have a safe feel, ample parking, and of course, it must be easily found by minivans and SUVs!



4. What are the fees involved in starting and maintaining a Rolly Pollies franchise? What do franchisees get for their investment?

The costs of starting a Rolly Pollies® franchise will range from \$147,000 - \$386,000 depending heavily on build-out variables (includes an initial franchise fee). In addition, franchisees pay a monthly royalty fee equal to 6% of gross revenues, and

a monthly advertising fee of 1% of gross revenues. This investment covers the license to use trade names, area selection and lease assistance, initial construction and space planning, training, operations materials, ongoing research and development of new services and products, continuing assistance and support, regional and national marketing and brand development, plus other services related to the owning, opening and operating a Rolly Pollies.

As part of the Rolly Pollies® family, franchisees can expect:

- Fast startup – experience and organization reduce delays
- Fantastic environment – working with kids is always a joy
- Meaningful mission – making a difference matters
- Protected territories – exclusive rights within a region
- Proven system – gym, music, art, summer camps and birthday parties that work
- Simplified operations – easy to follow business system fosters success
- Training and support – a culture of shared learning empowers each unit

5. What separates Rolly Pollies® from other children's gym franchises? Can you really compete with mature rivals?

At nearly twice the size of our competitors gyms, bristling with bright colors all around and equipment that seems to always be in motion, the physical differences between Rolly Pollies® and its competitors are apparent. But the divergence is more than just skin deep. Multi-disciplined programs, professionally designed using the latest in child development research, offer a one-stop, quality-driven destination for kids and their parents.

The commitment to our Gymbugs™ parents is truly a distinguishing factor for Rolly Pollies®. Every week, for example, our staff distributes handouts that give parents insight into each program along with tools for applying these lessons at home. None of Rolly Pollies® competitors provide this kind of service.

With a quality product to showcase, Rolly Pollies® shines brightly amongst its rivals. In fact, Rolly Pollies® most successful franchises are located where our competitors are already enjoying success.



6. What are the benefits of buying a relatively new franchise system?

As the baby boom continues, and more and more kids are competing for shrinking resources, parents will continue to look for new and creative outlets for their children. This trend will allow for tremendous growth in this industry . . . and the Rolly Pollies® franchise model is on the cutting edge of that growth.

Rolly Pollies® franchisees will never “work” another day in their lives. Meeting and establishing relationships with people in the community, teaching kids and helping

them grow and develop will, without question, be unlike any other work experience they have ever had. Franchisees enjoy a new way of life without business suits, meetings, and bosses . . . just good people, a healthy atmosphere and lots of fun!

Yes, joining any new franchise system means dealing with growing pains and extra risk, but with those unknowns comes open opportunities for prime territories, direct input into the company’s direction, greater reward potential and the chance to be a big part of a small and growing family. With an experienced management team guiding the franchise system, Rolly Pollies® offers an exciting opportunity for enterprising individuals.

7. What is involved in the Rolly Pollies® franchise process?

Rolly Pollies® franchisees take the first step towards a new beginning in their lives when they complete the franchise application form online at www.rollypollies.com. Once the executive management team has the opportunity to review the form, they will attempt to set up a meeting with the perspective candidate. If the fit makes sense, candidates will begin the journey that will change their lives as they make a difference in the world around them.



Our Core Competencies

The Rolly Pollies® franchise concept centers around a comprehensive program set. From gym, music and arts programs, to birthday parties and camps, parents view Rolly Pollies® as a year-round, one-stop shop for quality child development. From a business perspective, this translates into a continuous revenue generating operation.

Our programs include:

Gym Program

Rolly Pollies® structured, movement-based curriculum is divided into five nine-week sessions, each of which highlights one major skill theme (such as orientation, hand/foot-eye coordination, jumping/landing, rolling and others), while covering all fundamental movement categories including strength, flexibility, agility, rhythm, endurance, balance, physical awareness and more.

These age-appropriate class activities are based on principles gathered from the latest research in child development, physiology and physical education and are arranged to maximize the individual goals of each age group.

The structured gym classes and Open Gym options are the driving force behind the Rolly Pollies® franchise model. Using sports and athletics as a foundation for child development, each location is able to engage and make a difference in the communities they serve.

Our gym class roster is as follows:

Class Title	Age Group	Supervision
Caterpillars	6 months to walking	Parent & Child
Bumblebees	walking to 23 months	Parent & Child
Butterflies	24 to 36 months	Parent & Child
Beetles	36 to 48 months	Parent Optional
Grasshoppers	4 to 5 years	Parent Optional
Dragonflies	5 to 6 years	Parent Optional
Fireflies	6 to 7 years	Parent Optional
Sports JAM	5 and 6 year olds)	Parent Optional
Sibling Class	Multiple child families walking to 48 months	Parent & Child
Open Gym*	4, 5 and 6 year olds	Parent Optional

*Open Gym is a drop-off supervised playtime offered once or twice per week, depending on area. More than just babysitting, this offer parents a way to keep their children's minds active and healthy during busy times.



Creative Arts Adventures

The Rolly Pollies® Creative Arts program is designed to provide students with the opportunity to experiment, create, get a little bit messy and have fun! Modeled on the pre-school format, the self-paced classes utilize Creative Arts as a medium to teach socialization, language development, fine motor skills and cognition. Emphasis is placed on the process, not the product, as the kids are given guidance without guidelines.

Kids derive as much value and pride in their ability to manipulate different mediums as they do in their finished products. How the little artists choose to fill up the space on their paper, move that paintbrush, chalk or crayon reflects their own unique style and imagination.

Our creative arts class roster is as follows:

Class Title	Age Group	Supervision
Creative Arts Adventures	18 1/2 months to 3 1/2 years	Parent & Child
Creative Arts Adventures	3 1/2 years through 6 years	Parent Optional

Music Adventures

Music Adventures is a child-centered, age-appropriate program that allows children to actively participate in the art of making music. A carefully sequenced curriculum introduces children to a wide variety of sounds, styles, and tonalities in an engaging class environment.

The 45-minute sessions are specifically designed to cultivate the musical potential of each child through songs, stories, movement and instrument playing. At the end of each program, children take home a family packet, which contains information that allows parents to continue the music learning and fun at home.

Rolly Pollies® music and creative arts programs round out the services of each facility, serving as a value-add for parents as they look for meaningful ways to maximize their children's potential.

Our music class roster is as follows:

Class Title	Age Group	Supervision
Bumblebees	6 months to 23 months	Parent & Child
Butterflies	2 years through 3 years	Parent & Child



Grasshoppers
Sibling

4 years through 6 years
6 months to 4 years

Parent Optional
Parent Optional

Birthday Parties

Rolly Pollies® can accommodate more than a dozen parties each weekend. For franchisees, this represents a significant portion of the company's annual revenue potential.

Whether parents are celebrating their child's birthday or another special occasion, creative gym activities and group games guarantee high-energy fun, excitement and ear-to-ear smiles for everyone! A Rolly Pollies® birthday party is an unforgettable experience for the guest of honor, guests, and parents alike.

Camps

With its comprehensive summer camp program, Rolly Pollies® is just as active during the dog days of summer as it is during the school year. Our Camp, for four, five and six year old Gymbugs™, provides three hours of fun under the supervision of Rolly Pollies® highly trained staff. Camp activities include a combination of all Rolly Pollies® programs, gymnastics and tumbling, creative arts and music coupled with games, stories, singing, dancing and more!

The clean, air-conditioned facility offers a comforting alternative for parents who are looking for meaningful ways to challenge and excite their children during the summer months. For facility operators, camps represent another means by which they can maximize the value of their space throughout the year.



Franchise Highlight – Making Money, Making a Difference **Rolly Pollies®, East Amherst and Orchard Park, NY**

Working at Rolly Pollies® in Severna Park, changed the direction of Jim Fleckenstein's life. Originally from the Buffalo area, Jim had spent years in Los Angeles working in the film industry before moving to Maryland with his, then fiancée, Danielle.

When he stumbled across Rolly Pollies®, the idea of working with kids, something Danielle did everyday as an elementary school teacher, seemed exciting. So he took the job. But this was more than just a job--it was a calling. Shortly thereafter, Jim's passion began to shift. Sure he still was interested in film and video production, but creating training and sales videos for Rolly Pollies® satisfied that need; working with the kids gave meaning to his life.

As Jim and Danielle approached their wedding date, they made the decision to move closer to their families in the Buffalo area. But now they were going to take Rolly Pollies® with them. It was a decision they would not regret.

The Fleckenstein's knew:

- The rewards outweighed the risks, as Rolly Pollies® Severna Park had proven for its owners.
- A Rolly Pollies® franchise was a valuable investment that would impact their lives for years to come.
- Each day would bring excitement and fun that no regular job could offer.

Rolly Pollies® East Amherst broke even in its second month of operation. Jim's hands-on experience in Severna Park, along with Danielle's expertise in early child education, translated immediately into happy children and thrilled parents.

“We had great success in our pre-sale efforts, and the local media took to us immediately. **By the time we opened the doors, for the first time, all the jitters had gone away; we knew we were going to be successful.**”



Kid\$ Tumble, Sing and Learn Amongst Giant Bug\$ at Rolly Pollies®

New children's gym develop\$ more than just smile\$

East Amherst, NY: With padded carpets underfoot and giant bug characters on the walls, Rolly Pollies® kid's facility, featuring gymnastics, music, creative arts, and birthday party programs opened today at 9630 Transit Road for young children and the parents who love them.

With over 5,500 square feet filled with bright colors and kids-sized gym equipment, Rolly Pollies® allows kids ages six months to six years old to run and jump, tumble and spin in professionally developed classes that help children grow physically, intellectually and socially in a clean, safe and energetic environment. Age-appropriate programming allows parents to participate with their infants and/or toddlers, while classes for older children foster social interaction, confidence and independence.

"Bringing a Rolly Pollies® franchise to East Amherst provides a new outlet for parents who are searching for ways to help their children stay active and healthy," said Danielle Fleckenstein, who owns the franchise with her husband Jim. "From 'funtastic' birthday parties and summer camps to a full complement of nine-week gym, music, and art programs, we are able to make a positive impact in the lives of a lot of kids."

With three professionally designed movement, art and music curriculums that are based on the latest research in child development techniques, Rolly Pollies® does more than just occupy kids; it enriches their lives. From a 30-foot tumble track trampoline to a kids-sized rock-climbing wall, every element of the facility is purpose-built to engage and stimulate young minds and bodies.

"I am pretty sure there is not a child out there (and probably not many adults) who wouldn't get a thrill out of jumping on our giant moon bounce, or taking a dive into our foam pit," said Jim Fleckenstein. "But to know that there is purpose behind the play, gives parents a sense that their children's time here is time well spent."

- more -

Rolly Pollies Launches in East Amherst Page 2

Buffalo area natives, Jim and Danielle Fleckenstein recently returned to the area with the specific intention of opening their first Rolly Pollies® franchise. Jim has spent the last three years working at Rolly Pollies® in Severna Park, MD, while Danielle worked as an elementary school teacher in Annapolis, MD.



Rolly Pollies® offers open enrollment and free trial classes in each of its three programs. Birthday parties and half-day summer camps (for 4 – 6 year olds) are also available at the facility. Parents are welcome to stop by with their children to take a look and pick up class schedules. More information is available at www.rpEastAmherstNY.com or by calling (716) 689-6151.

About Rolly Pollies®

Rolly Pollies® is a children's gym franchise that develops healthy, happy and confident kids by implementing a series of professionally developed fitness, music and art curriculums for children ages six months to six years old. Each 5000+ square foot facility features bright colors and truck-sized bug murals, kids-sized gym equipment, and other features that inspire and stimulate both parents and children alike. Founded in 2002 by Joseph Dondero and John Mann, graduates of the U.S. Naval Academy, Rolly Pollies® International is a privately held company based in Austin, TX.
www.rollypollies.com

#



How to Buzz us . . .

Business inquiries, please contact:

John Mann or Joe Dondero

Phone: 410.507.9554 or 410.507.9555

Fax: 410.544.3012

Email: [**yourfriend@rollypollies.com**](mailto:yourfriend@rollypollies.com)

By mail:

Rolly Pollies International, Inc.

36 Stillmeadow Dr

Austin, TX 78738

Rolly Pollies® International, Inc. is on the web at [**www.rollypollies.com**](http://www.rollypollies.com)