

# The Tilted Kit® Brand Differentiation

Special Brand Features	Tilted Kilt®	Hooters®	Twin Peaks®	TGI Friday's®	Chili's®	Outback®	Local Pubs
Ranked in the 2015 <i>Entrepreneur Magazine</i> "Franchise 500"	Yes	Yes	No	No	No	No	N/A
Celtic Pub Theme with Superb Décor Package - Wide global appeal	Yes	No	No	No	No	No	Some
Beer Selection of 24 to 48+ beers on tap, including local micro-brews	Yes	No	No	No	No	No	Few
Diverse Menu with Very High Food Quality	Yes	No	No	No	No	Yes	Few
Large Bar and Captain's Table	Yes	No	No	No	No	No	No
Proven Franchise Model - Over 100 franchised units open	Yes	Yes	No	Yes	Yes	Most units not franchises	No
US\$2 million Plus Average Single Unit Revenue	Yes	No	Yes	Yes	No	No	No
Kilt Girls® & Kilt Guys - Professional Casting	Yes	No	No	No	No	No	No
Strong Sports Theme - Includes unique entertainment and events.	Yes	No	Yes	No	No	No	Some
Minimum of 30 Flat Screen TVs with a global selection of sporting events	Yes	Some	Some	No	No	No	No
Destination Brand - Stand alone or mall based	Yes	Yes	Yes	No	No	No	Some
TK TV™ - Proprietary TV Network for Entertainment and Training	Yes	No	No	No	No	No	No