

Used as an email series to tell prospective franchisees the Rascal House story. The “Rascal House Is” campaign covers a range of topics. A new one goes out every 4-6 weeks.

Subject: Rascal House is a different kind of *people* place

At our flagship store in Cleveland there’s a sign near the exit that reads “Are you leaving? Text us when you get home so we know you made it alright.” It’s a simple message, but it says a lot about who Rascal House is. We’re more than a pizza place. We’re a people place.

Rascals rise and shine each day with a purpose. To serve people, be passionate about what we do, and make Rascal House fun and profitable. Embracing values that center around people has kept us running strong for nearly 40 years. Our leadership team has 147 combined years of service, and there are more than a few faces on our front line who have been serving our customers for decades.

Being in the people business means providing experiences that make everyone in the community feel like they are part of a family. Like our annual pizza eating contest downtown that brings college students together, to sponsoring vital organizations that impact our city, to volunteering our time with friends at local charities.

As you can see, Rascal House takes care of a big family. Our brand works because of our team, our fans and our communities. Because of them we’re able to do extraordinary things while still maintaining a hometown feel. Making great food is part of our business. But it’s the people we meet along the way who are the heart of our business.

So, when customers leave our store and see that sign about making it home alright, they’re experiencing more than a warm fuzzy after eating a great meal. They’re being reminded how Rascal House really feels about them. Bring warm fuzzies to more communities by opening *your* Rascal House franchise!

Subject: Rascal House Is Not a Fad

Not everything that popped up in the 80s aged gracefully. Big hair and parachute pants don’t turn heads like they used to. But there is at least one thing from that era that has aged well. In 1980 a different kind of pizza place was born in Cleveland. We named it Rascal House. It was an instant hit with college students and downtown workers. And like all good traditions, we opened more stores so other neighborhoods could enjoy our food, too.

No matter where you live, there’s something about original recipes and proprietary ingredients that never grow old. All of our recipes are perfected over a period of time before they are introduced to our fans. We also believe food should be fun, like us. When you mix unique flavor with a fun brand like Rascal House, you get a franchising opportunity that is so tasty you’ll want to make friendship bracelets for everyone you know.

Our menu is loaded with popular favorites that people always come home to. Plus, plenty of new items that meet the needs of today’s changing tastes and lifestyles. Original pizzas. Specialty pizzas. Meaty Pizzas. Veggie Pizzas. Burgers. Sandwiches. Wraps. Subs. Salads. Wings. Fries. Desserts and more.

Rascal House is committed to franchisees who want to take Rascal House deep into the future. Our stores have a modern new look with comfortable seating. Large, clean kitchen with top of the line

equipment for delivering food fast and hot. Splashes of hip and trendy colors that take your eyes, as well as your taste buds, on an amazingly appetizing ride. And crisp, clean uniforms that will make you forget that Members Only jacket you wore in the 9th grade.

As you can see we are proud of where we came from. And we are proud of where we're heading. Learn more why Rascal House isn't some fad from the 80s by visiting www.rascalhousefranchise.com.

Subject: Rascal House is FUN!

Remember all the games we grew up with? *Operation, Don't Break the Ice, Monopoly*? If Rascal House was a game, it would say Fun for All Ages on the box. Just over the last three months alone, we sponsored a Car Show to raise money for seniors, had a field trip at our flagship store in Cleveland for area youngsters, and held our annual Pizza Eating Contest for hungry college students. As if we needed to hold a contest to get people to eat Rascal House pizza, right?

But seriously, we have a lot of fun here. Just ask the hundreds of car enthusiasts who showed up at a local retirement community to see over 100 classic rides back in July. Kids, moms, dads, grandmas and grandpas, as far as the eye could see, eating Rascal House pizza and checking out what's under each hood. Who would've thought that fast cars and piping hot pizza could be so much fun?

Sometimes it's all about the kids (and the kids at heart). Last summer, we held our first ever Hands-On Pizza Party and Tour Field Trip for 13 lucky children from the Cleveland FedKids educational center. Our crew spent the day teaching and observing while the kids crimped, sauced and topped pizzas. They also toured our kitchen and completed an activity that taught how pizza makes its way from farm to table.

Sometimes it gets to tables in large quantities. That's where our annual pizza eating contest, held every September in downtown Cleveland, comes in. We should've seen this coming when we built a different kind of pizza place in the middle of Cleveland State University nearly 40 years ago. Higher education makes many Rascals at CSU hungry and competitive. We combined both skill sets, threw in a qualifying round, followed by the championship 2 days later, and the event became a tradition.

If you've always wanted to make money by having fun, owning a Rascal House franchise is a tasty way to do it. Visit www.rascalhousefranchise.com for more information.

Subject: Rascal House is a major player in ANY community

When you open a Rascal House franchise, you open many doors for people. For yourself. For your employees. For your fans who know a good brand when they see one.

There's a sense of pride in everything you do. You do more than punch in and out and collect a paycheck. You're an ambassador of people, purpose and profits -- the cornerstone of our business.

You also have the power to make a difference for people who cannot always help themselves. When Rascal House became a Championship Sponsor of the YWCA Circle 2017, it made a commitment to nurturing the independence and aspirations of disadvantaged young people. With your Rascal House franchise, you'll play an important part in your backyard, too.

You may even get to touch the lives of people as far as 1,324 miles away. After Hurricane Harvey and Hurricane Irma struck Texas and Florida a few months ago, Rascal House set up a Relief Fund through Global Giving and matched donations up to \$1,000.

So, you see, the opportunities to improve lives by owning your own Rascal House are far-reaching. We're more than just fun people who sell great food. With so many places being ravaged by wind, water and personal circumstances, it's nice being part of a team that does more than conduct business as usual.

Visit www.rascalhousefranchise.com to see how owning a Rascal House franchise impacts people.

Subject: Rascal House Is a Delivery Powerhouse

When you open your Rascal House franchise, you'll have fans requesting that you bring everything to their place. There's nothing wrong with your 2,500 square foot store. It's one heck of a nice place to hang out. There are quotes all over the walls by people like Mark Twain and Yogi Berra. And nothing beats regulars gathered around while hometown favorites bake in ovens just a few feet away. But nearly 2/3 of your business will get delivered right to your customers. Some of the greatest handoffs in Rascal House history take place every day on front porches, in break rooms, at corporate offices – even during timeouts at college basketball games. Not to mention baseball's Opening Day in 1994 when we delivered 25 pizzas and 200 wings to President Clinton's Air Force One.

It seems like everyone is delivering something these days. Pets, books, power tools, you name it. Rascal House has been hitting the streets for nearly 40 years. It started in Cleveland, on a college campus surrounded by buildings where hungry people worked. People who craved hot, quality lunches -- delivered fast, and with a smile. Even though we were a hit with college students, it was delivery that broadened the Rascal House experience. It grew the brand. It created jobs. And it gave us another way to get more than 2.1 million (and counting) pizzas served.

With proven delivery methods already in place, your customers will enjoy hometown favorites at the click of a button. You'll have opportunities to play significant roles when events roll into town. Like that time a few years ago when we stayed open continuously for 7 straight days so we could cater the International Children's Games in Cleveland. An event that left no napkin unturned with Rascal House serving over 4900 box lunches, 8000 slices of pizza, 600 pounds of pasta and 21,000 meatballs.

Rascal House delivery means being in different places at the same time. If you had a crystal ball, you could watch your business grow from the comfort of your own store. Surrounded, of course, by regulars who, no matter how good your delivery is, will always love hanging out at Rascal House.

Learn other ways Rascal House is a delivery powerhouse by visiting www.rascalhousefranchise.com

Subject: Rascal House Is *the Spice of Life*

In 1785 an English poet named William Cowper wrote "variety is the spice of life." 195 years later, Rascal House opened its first store in Cleveland. Handcrafted pizzas, and a whole lot more, were made

fresh from original recipes and sold to people who were not used to having *so many options*. We were an instant hit.

If you're looking for sameness and monotony, you won't find it at Rascal House. We have hundreds of mouthwatering items, like original pan pizza with meats and veggies. Over 12 different specialty pizzas. Hearty pastas. Fresh market wraps. Subs and sandwiches that give both meat lovers and vegans something to write home about. BBQ, honey mustard and sweet chili buffalo wings that keep napkins in business. Fresh garden salads when you feel like eating light, but not too light. Cheesecake, brownies and fresh baked cookies. Because man cannot live on meals alone.

Dine in. Take out. Delivery. Box lunches for one. Box lunches for many. Revenue Driving Catering for small groups. Revenue Driving Catering for arena-sized groups. There are many ways to enjoy Rascal House. There are many ways to grow your business.

Even though we make many things, we never lose sight of who we are. We don't bend over backwards to be hip and fashionable. We just continue to make high-quality food.

Check out more reasons you should own a Rascal House franchise by visiting www.rascalhousefranchise.com