

## *The Best Face Forward Program*

### Overview:

- Goal is to make the front of the store as inviting and enticing for our customers.
- Active monitoring of the front spaces to make sure we have steady selling items near the front on a consistent basis.
- Designed to increase the outward draw of the store to entice more customers and therefore create more sales opportunities for all our retailers throughout the store.

### Program Details:

At the end of each month, starting on September 30, 2009, we will do a look back over the previous three months for all retailers that rent space in the first third of the store (the first cross walkway forward to the front of the store). If the sales for a particular retailer in this area do not exceed the rent over that three month period, the retailer will be given two options:

1. The retailer may choose to relocate to another space in the remaining two-thirds of the store. If the retailer would like to relocate and there is no space available, they will be given top priority on the waiting list.
2. The retailer may choose to terminate their lease without penalty and move out of the space.

Each retailer not achieving the sales threshold, will be given 10 days to inform the store of their decision. If the retailer does not inform the store within 10 days, we will automatically relocate the retailer's items to another comparable space in the back two-thirds of the store. In the event there are no spaces available, the store will remove the retailer's items from the store floor and hold them in storage for up to 60 days.

The vacated space will be made available to other retailers through the following procedure:

- During the 10-day notice period, the newly available space will be first offered for rent to the retailers with direct area exposure to this particular space (one of their spaces directly touches the newly available space). The rent rate will be at the then market rate for the store.
- In the event that multiple retailers desire to rent the newly available space, the retailer with the highest monthly rent amount from the previous month will be awarded the newly available space.
- If after the 10-day notice period and no adjacent retailer has decided to rent the newly available space, then it will be made available in the general pool to any retailer on a first-come, first-serve basis.