

The Retailer Loyalty Program

Overview:

- Through Labor Day weekend (September 7, 2009), we will be offering a 25% discount on the new leasing of any currently available spaces.
- This offer is only available to retailers who have had rented spaces for the entire year (since January 1, 2009) and are current with all payments (“Qualified Retailers”).
- To further sweeten the deal, the 25% discount on the newly rented spaces has no expiration date and will stay in effect indefinitely until you reduce your total overall rent amount.
- In addition, there will be no limit on the number of spaces you can rent at this discounted rate.

Draft Pick System:

To make it as fair as possible to all Qualified Retailers, we will implement a draft pick system for all available spaces. Between today and September 7, no spaces will be available for rent to new retailers, unless they are already on hold. All these available spaces will be placed in a selection pool for the Qualified Retailers to choose from on the following basis:

- Starting September 1 and continuing each day through September 7, we will execute a selection round of available spaces.
- Each selection round will provide Qualified Retailers with the opportunity to obtain one space per day based on their selection ranking list.
- If a Qualified Retailer wants to insure they receive a space, they should rank a large number of spaces on their selection ranking list to make sure at least one is still available at their selection.
- Selection order for all Qualified Retailers will be ranked based on their total rent amount in the store with the order of the picks going in descending order from the highest total rent amount as of July 31, 2009 to the lowest total rent amount.
- In order to participate in each daily selection round, your ranking list must be submitted by 8:00 p.m.
- Overnight, the participating retailers will receive notification of the individual spaces that were awarded. In addition, we will provide a new list of available spaces for the next selection round.
- There will be a total of 7 selection rounds between September 1 and September 7, so pending availability, you will have an opportunity to rent up to 7 spaces at a 25% discount.
- Pending availability, we will conduct one final round in which all remaining spaces will be made available for selection without the one space per day limitation.

If you are interested in participating in this program please email us at loyalty@heartsandhands.com. If you have questions, we will be happy to discuss the selection process further with you in person at the store or on the phone at (281) 392-3434.