



# PALLADINO DEVELOPMENT GROUP, INC.

Retail/Real Estate Development • Management • Consulting

July, 15, 2009

Mr. Robert Lotz  
Signs by Tomorrow  
Lincoln Court Shopping Center  
235 Lancaster Avenue  
Frazer, PA 19355

Re: Required to bid, Preferred and Recommended Contractor

Dear Bob,

For over 15 years Palladino Development Group has exclusively used your Signs by Tomorrow for all of our leasing and advertising signs. As you are aware, our company has grown to include 22 shopping centers and one office building totaling over 1.8 million sq. ft. We have consistently recommended your company to all of our 400+ Tenants.

Your speed, attention to detail and competitive pricing are a big reason as to why you have gotten the lion's share of our Tenants sign business and all of ours.

All future Tenant leases in our company will include a "Required to bid, Preferred and Recommended Contractor" Rider. Every new Tenant will be required to solicit a bid from your company for their signage needs. (The exceptions are the nationals with national contracts)

We look forward to another 15 years and beyond.

Sincerely

Michael L. Palladino  
President.