

SIGN CRITERIA

SECTION I.

The content of all signs shall be limited to letters designating the Tenant name and/or type of store or business only (any such designation of the store type shall be by general descriptive terms and shall not include any specifications of the merchandise offered for sale therein or the services rendered therein) and shall contain no advertising devices, slogans, symbols or marks (other than the store name and/or type of store). Crests and corporate shield designs are not permitted.

SECTION II.

Landlord will provide an area on the building façade of appropriate size and location to Tenant's storefront. After having first obtained Landlord's written approval of Tenant's sign design (which submission shall include letter style and size) prepared in accordance with these criteria, Tenant will properly install a sign on the façade.

SECTION III.

The character, design, color, location and layout of all signs shall be subject to Landlord's prior approval. Requests for sign approval must be submitted to Landlord for approval prior to fabrication and shall include two (2) sets drawings each showing the following: (i) the storefront drawing with signage drawn to scale; (ii) section of sign indicating sign construction and means of attachment to storefront and shall indicate sign depth dimension and lease line plane; (iii) specific colors and materials to be used. Landlord will require fifteen (15) business days to review Tenant requests for sign approval. No deviation from the approved drawings will be permitted without resubmission for Landlord's approval. All signage submissions shall be sent to:

Phillips Edison & Company
11501 Northlake Drive
Cincinnati, Ohio 45249
Attn: Director of Property Management
(513) 554-1110
(513) 554-1009 (Fax)

SECTION IV.

Excepting the signs specified in Section VI of this Exhibit, no occupant shall install more than one (1) sign.

SECTION V.

All signs shall be in accordance with the following requirements:

(a) The sign lettering or any part thereof shall be located within the physical limits of the storefront of the Demised Premises and must remain at least eighteen (18") inches away from the lease lines, and shall not exceed 75% of the area of the façade directly above the Demised Premises. The top plane of the sign shall be in line with the other tenant signage.

(b) No sign or any part thereof shall be located on the roof of the Demised Premises.

(c) Tenant's sign shall be individually-lettered, channel-lighted, and mounted on a raceway, with the raceway painted the same color as the façade.

(d) All signs shall be professionally fabricated and installed in compliance with all applicable codes, laws and regulations.

SECTION VI.

The fabrication, installation and operation of all signs shall be subject to the following restrictions:

(a) All storefront signs must be internally illuminated and regulated by a timer or photo cell.

(b) No flashing, moving, flickering or blinking illumination or lights, animation or floodlight illumination nor any moving signs, rooftop signs, parapet signs, exposed neon or pylon signs shall be permitted.

(c) No painted or printed signs, except one (1) non-illuminated, small scale "Signature Sign" or "store hours" sign, which is lettered on the glass portion of Tenant's store or required credit card signs, provided such sign does not exceed three inches (3") in height.

(d) No outrigger signs shall be permitted, except one (1) pre-approved identification sign located beneath the canopy if permitted at the Shopping Center.

(e) No sign will be installed without the written approval of Landlord.

SECTION VII.

At such time as Landlord prepares new sign criteria for the Shopping Center, Tenant will install a new sign to comply with such new criteria at Tenant's sole expense. If Landlord temporarily requires removal of Tenant's signs, Tenant shall be responsible for removal and reinstallation of signs.

SECTION VIII.

Tenant will have sole responsibility for compliance with all applicable codes, ordinances, building classifications, rules and regulations. The plan review and approval conducted by Landlord is limited to adherence to Landlord's criteria, and is not for code compliance.

FOR A COMPLETE UNDERSTANDING OF THE CODE REQUIREMENTS, TENANT SHOULD CONTACT
LOCAL BUILDING OFFICIALS