

August 18, 2011

Mr. Steve Schussler  
Schussler Creative, Inc.  
858 Decatur Avenue North  
Golden Valley, MN 55427

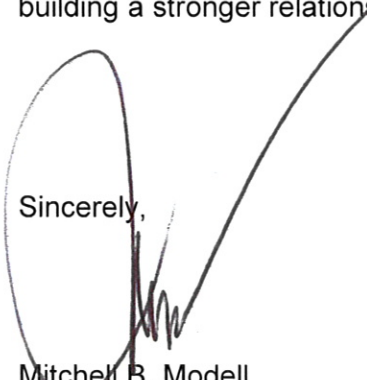
Dear Steve:

Now that our 1<sup>st</sup> six months numbers are in, I can not begin to thank you enough for the impact you have made in our Times Square Flagship store. Since you started with us our sales pick up for April was 25% up – May was 10% up - June was 24% up - and July was an astounding 102% up! This is absolutely remarkable and you deserve all the credit.

The excitement and the buzz that you created with your ideas and visions, really made all the difference. Your fresh approach to have the lighting changed, enhancing the color schemes, changing the music, putting speakers on the outside, cleaning up the windows, the list goes on and on. Your suggestions were practical and inexpensive to implement. Again you deserve all the credit for turning that store around.

Once again Steve, thank you so much. I look forward to us working together again, and building a stronger relationship both professionally as well as personally.

Sincerely,



Mitchell B. Modell  
Chief Executive Officer