



DEVELOPERS
DIVERSIFIED
REALTY®

April 19, 2010

Mr. Joshua Podell
Podell Real Estate Advisors, LLC
35 Chestnut Hill
Roslyn, NY 11576

Dear Josh:

It is my pleasure to support your new business venture. My referral and endorsement is below.

“I have had the pleasure of knowing and working with Josh since 1996. In that time, I have always been impressed with his professionalism, attention to detail, and excellent communication skills. As a retailer, Josh understands the components of running a successful business, but what makes Josh a great business partner is his understanding of the real estate industry as a whole. Having the ability to see the aspects of transactions from all sides and the foresight to communicate them makes him a very effective deal maker. Josh's reputation in the industry is impeccable and I am not alone in saying that he is a pleasure to do business with.”

Please call with any questions or comments.

Sincerely,

DEVELOPERS DIVERSIFIED REALTY, INC.

Erik W. Christopher
Sr. Vice President Leasing – Development