

May 5, 2014

To Whom It May Concern,

I have had the pleasure of knowing and working with Josh Podell since 2006. I met Josh when he joined Jones Apparel Group and was lucky enough to be able to work with him again when I joined Kenneth Cole Productions. Josh stands out in the industry. He is an amazing partner, displays the utmost professionalism and always acts with the highest level of integrity. Josh is well respected in the industry for his knowledge of the Real Estate business. He has a keen understanding of the Full Price Centers, Outlet Malls, and Street Locations. Josh has excellent follow up skills and always goes above and beyond to get things done. I would happily recommend Josh Podell and know he would be an asset to any corporation that has the opportunity to work with him.

Sincerely,



Carol Massoni

President, Consumer Direct
Kenneth Cole Productions