

PERFUMANIA

AMERICA'S LEADING PERFUMERY CHAIN

November 18, 2013

RE: Podell Real Estate Advisors

Dear Colleague,

I have had the distinct pleasure to know Joshua Podell for over a decade in my various roles as both a Landlord and Tenant and award him with my highest recommendation. Josh is the consummate professional with a deep, enveloped understanding of every facet of the retail real estate business honed through executing thousands of transactions during his career. In an industry where successful deal making is predicated on your reputation and relationships, he is second to none. From Alaska to Puerto Rico and across all asset classes, Josh has an unparalleled level of market comprehension and contacts to set or sustain any retail strategy. It would be remiss of me if I didn't also highlight Josh's humble, sincere and benevolent disposition which make him an absolute pleasure to work with.

Josh Podell is a name synonymous with integrity, intelligence and experience. He is a brand; one with an unequivocal track record that can be relied on.

Please feel free to contact me if you have further questions or comments.

Sincerely,



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