

# the UNIVERSITY BOOK STORE

May 2, 2006

02319

711 STATE STREET • MADISON, WISCONSIN 53703  
PHONE (608) 257-3784 • FAX (608) 257-9479

City of Madison  
Common Council Members  
210 Martin Luther King, Jr Boulevard  
Madison, WI 53703

**RE: 702 North Midvale Boulevard – Hilldale Mall**

To Whom It May Concern:

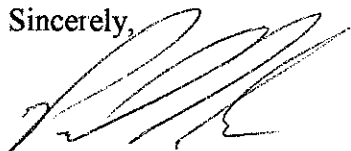
As a long-time tenant of the Hilldale Mall, I would like to express my strong support for the current redevelopment of the Hilldale Mall and the proposed relocation of the Whole Foods Market to a new 50,000 square-foot grocery store in the Hilldale Shopping Center. Joseph Freed and Associates LLC has done a tremendous job starting the revitalization of the shopping center and the surrounding area, and I look forward to their continued success and an exciting future for this area of the city.

Prior to Joseph Freed and Associates LLC purchasing the Property, business was slowly declining. The substantial investment they have made in the Property and the surrounding neighborhood provides me enormous hope for the future of the Mall. There is a noticeable increase in pedestrian traffic and improved business over the last year.

Throughout the process Joseph Freed and Associates LLC has effectively communicated with me, listened to my opinions and treated me with respect. I look forward to working with Joseph Freed and Associates in the future and hope that the City realizes the support from the local tenants, business proprietors, and the entire community for this project.

I appreciate your time. Thank you.

Sincerely,



Patrick McGowan  
President, University Book Store

WOLDENBERG'S <sup>90</sup> years  
DESIGNER STORE FOR WOMEN & MEN

April 25, 2006

City of Madison  
Common Council Members  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

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Sincerely,



Michael Prue - President  
Woldenberg's - Hilldale Mall  
702 N. Midvale Blvd.  
Madison, WI 53705



702 N Midvale Blvd. • Madison, WI 53705 • Tel 608 238 3509 • Fax 608.238.3998

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Sincerely,

JEFF LANGNER CEO  
MORGAN SHOES INC.

# WOLDENBERG'S

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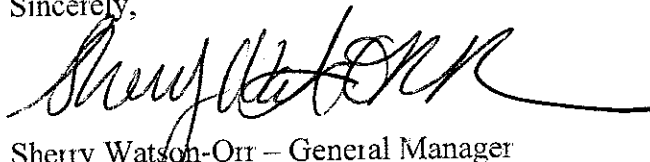
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Sincerely,



Sherry Watson-Orr – General Manager  
Woldenberg's – Hilldale Mall  
702 N. Midvale Blvd.  
Madison, WI 53705



MAY 2, 2006

City of Madison  
Common Council  
City County Building  
Madison, Wi.

RE: Hilldale Mall

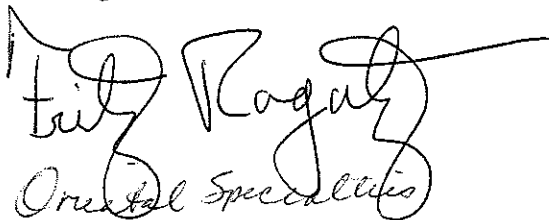
Council Members:

I have been a Madison retailer for 35 years, for the last 22 years I have been a tenant at Hilldale. In my tenure as a Hilldale merchant I have seen the mall go from Madison's premier shopping destination to a partially vacant struggling complex that had lost its way. The purchase by the Freed company has put Hilldale back on a track to recapture its place in the Madison retail market. Freed has done a tremendous job starting the revitalization of not only the mall but the surrounding area. I look forward to the completion of the project.

A vital step in the revitalization process is the proposed new 50,000 square foot Whole Foods store at Universtiy and Segoe. Each step in the renovation process is key to the total package, the Whole Foods element is vital to the over all successful result. Hilldale needs this important step because we still have a challenge to regain our former status, we are not there yet but the prospects look positive. This project is a win win for both the city and for the Hilldale community, let's complete it as planned.

As president of the Hilldale Merchants Association I can testify that throughout the process the Freed company has effectively communicated with us, listened to our opinions and treated us with respect. We look forward to working with Joseph Freed and Associates in the future and hope that the City realizes the support from the local tenants, business proprietors, and the entire community for this project.

Sincerely,

  
Fritz Rogatz  
Oruental Specialties

May 2, 2006

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A handwritten signature in black ink that reads "Jan Byce". The signature is written in a cursive, flowing style.