

Letter of Intent.

As proposed for the currently vacant 3822 Mineral Point Road property.

Desire to relocate Ascentives, Inc., a professional, business to business promotional solutions company, to new, professional office space at 3822 Mineral Point Road, Madison WI.

A: Legal Description: BAI Building; Lots 1 & 13 Moreland Terrace, City of Madison, Dane County, State of Wisconsin. Tax Parcel Number: 251-0709-213-1812-1

B: Existing Conditions & Uses of the property:

Office space on the first floor and offices and engraving services on the second floor. There is an existing parking lot on the property of approximately 10-13 stalls currently with identified handicap parking stall. A small storage garage exists on the east edge of the parking lot which houses snow removal and lawn care equipment.

C: Type of business:

Professional, Business 2 Business. Ascentives sells and services corporate clients and non-profit organizations with imprinted promotional products and services to achieve their promotional objectives. Ascentives brings corporate specialty solutions to our customers by researching, wholesale purchasing (from a diverse network of US and overseas manufacturers) and coordinating the delivery directly from the manufacturers to our customers designated location. Only a very small percentage (<10%) of our corporate customers business is delivered to our business location. As an additional service, we offer in-house engraving to our corporate customers.

D: Development schedule for the property:

To begin updating the existing building interior and exterior , including updating as needed immediately upon PUD-SIP approval on April 11, 2012. Present lease expires on/must be relocated by June 30, 2012.

Addition of proposed lower level door and adjoining additional sidewalk with ground level entrance from the Larkin Street to facilitate safe and quick package deliveries from UPS, Fed Ex and other carriers. Desire the current a "No Parking to Corner" street designation exists on Larkin Street to be maintained where allowance for safe traffic flow and quick delivery of dry goods can be facilitated.

E: Names of the persons involved:

Richard G. Karls, President of Ascentives,Inc.,

Tomas R. Ibinger, Ascentives Vice President

F: Acreage / size of site: Property is given as 18,537 sq. ft. Building: 2758 sq ft – first floor; 2660 sq ft second floor.

G: Hours of operation: Normal Business to Business hours M-F 7:00 am- 5:30 pm, Saturdays: 8-4pm.

H: Number of employees: 12

I: Number of parking stalls: Off street parking is 10-13 stalls including 1 handicap access stall.