



MACRAE ARCHITECTURE, LLC

MARCHING WITH A DIFFERENT PERSPECTIVE



YOU MUST BE PROUD

We understand what you have been through. It is a daunting task to develop and test-market a new retail prototype concept. We offer our heartfelt congratulations! Now it is time to plan for the growth and expansion of a proven winner. Macrae Architecture has many years of experience in the management of national roll-out programs for the clients that we are privileged to serve. We know that you have more important factors to consider with your expanding business than attempting to self perform real estate evaluations, dealing with local building departments, adapting and massaging the prototype to conform to the selected space and documenting each project for bidding and construction. Let our expert team do what we do best while you concentrate on promoting your new business, hiring and training staff, procuring products, and opening your doors for business.

This brochure presents a simple outline of the roll-out process and how Macrae Architecture can serve you. Within these pages you will discover:

INTRODUCTION to Macrae Architecture

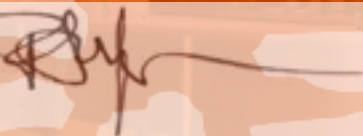
An expansion of HOW IT'S DONE

Some of the CLIENTS we are privileged to serve

Most importantly - MANAGEMENT of your roll-out program

If you have any questions or concerns, please speak up. We are anxious to begin the dialogue. The delivery of a successful program of consistent brand expression and quality on your behalf is our goal. Let's partner together to see this exciting retail roll-out opportunity through to its successful conclusion.

Sincerely,



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MEET MACRAE ARCHITECTURE

Macrae Architecture is a full-service architecture and interior design firm located in the Columbus, Ohio metro area. Macrae Architecture is dedicated to building on your success. Whether your company seeks a new environmental brand experience, roll-out program management, or a brand refreshment; Macrae Architecture is here to help you achieve your vision and goals. We work closely with you to offer strategically crafted concepts that ensure your success.

Our Team includes architects, interior designers, graphic designers, 3D visualization specialists, project and construction managers, and CADD drafting technicians. Members of the Macrae Architecture Team contribute articles to the retail industry and participate in national retail design conferences each year to share their knowledge and skills and to continually stay up-to-date on industry advancements.

HOW IT'S DONE

ANALYSIS

Site Acquisition & Assessment
Lease Negotiation Consultation
Feasibility Studies
Site Survey
Prototype Value Engineering
Code Analysis

VISUALIZATION

Artist Renderings
3D Virtual Modeling
Computer Animation & Walk-thrus

DESIGN

Brand Development
Brand Extension
Corporate Identity & Graphic Design
Prototype Design
Store Planning
Interior Design
Visual Merchandising
Food Service Design
Signage & Packaging Design
Electronic Merchandising Design
Web Site Design

DOCUMENTATION

National Roll-Out Program Management
Production of Construction Documents
Fixture Program Books
Graphic Manuals
Design Criteria Manuals

ADMINISTRATION

Contractor Bidding & Negotiations
Building Department & Landlord Approval
Contract Negotiations
Construction Contract Administration



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JAVA'S CYBER ESPRESSO BAR

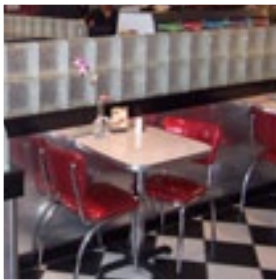
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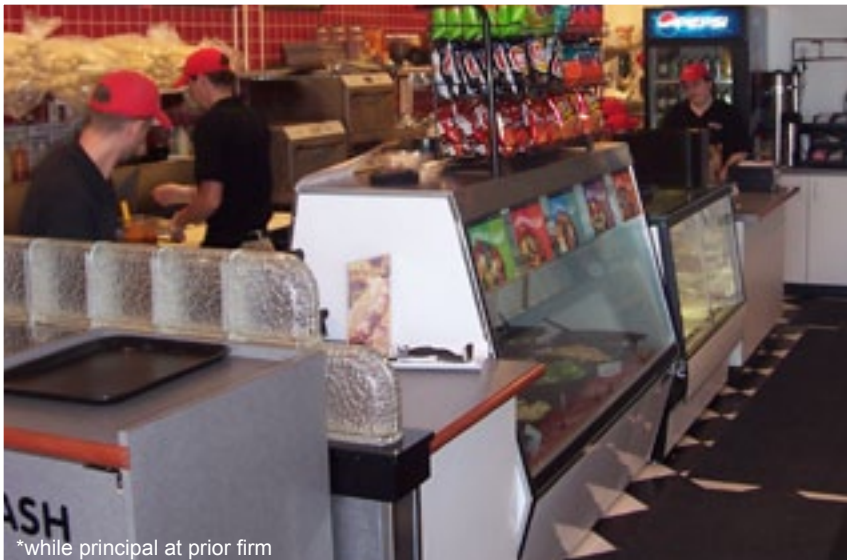
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JAVA JANS

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CELEBRITY KIDS PORTRAIT STUDIOS

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ABERCROMBIE & FITCH HOLLISTER & CO.



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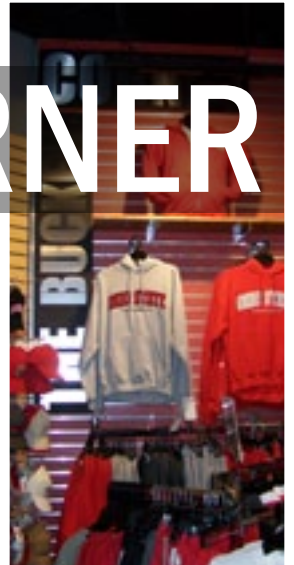
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BUCKEYE CORNER



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MANAGEMENT

PROTOTYPE EVALUATION

1. It is important that we understand the original goals and objectives that initiated the development of the prototype and the company brand. Macrae Architecture will meet with you to discuss the brand's history and derivation. We will then discuss with you every detail of the brand as expressed in its environmental application within the sales environmental experience. We will conduct a critical analysis of the prototype environment and then discuss with you areas of improvement. The goal is to identify specific areas of embellishment or redevelopment as the roll-out program is implemented.
2. We will then look closely at the savings that can be achieved in constructing the roll-out stores as economically as possible...that's Value Engineering.
3. Macrae Architecture will source national vendors who are capable of introducing you to the cost savings available through the establishment of national buying programs for fixtures, graphics/signage, furniture, equipment, etc.
4. We will conclude the Prototype Evaluation by issuing a report of our findings and present alternative recommendations for your review and use, as together we take the program forward.

MANAGEMENT

MASTER DESIGN/DOCUMENTATION MANUAL

1. Before the roll-out program can move forward efficiently and effectively, all components of the prototype environment must be translated into a Master Design/Documentation Manual. This binder will contain the following:

- Value-engineered architectural and engineering master drawing set
- Graphics/signage drawings of all component parts of the environment
- Merchandising plannograms for in-store displays
- Fixture and furniture drawings, specifications and schedules
- Lighting fixture selections
- Finish material schedules and samples

2. The Master Design/Documentation Manual will set the standard for all future roll-out locations. This information will be used to establish uniformity and coherency for each rollout project and will be referenced and applied to sites identified by you and your staff in consultation with our program team.

3. Macrae Architecture will create a Master Program Schedule to track the progress of all roll-out projects from real estate acquisition to grand opening including all intermediate steps of the retail roll-out program as outlined herein.

MANAGEMENT

SITE SURVEY

1. Macrae Architecture will ask your real estate team to obtain all available information for each store location which should include:

Local tenant design and criteria information

Drawings of the existing space, locating all walls, columns, adjacent corridor, lease lines, neutral pier and mall bulkhead conditions, etc.

All drawings of existing mechanical, electrical and plumbing equipment serving the space.

2. We will then conduct a site survey to field verify the information provided. The survey will consist of on-site measurements, photographic survey and data collection. We will meet with mall management and the maintenance staff to obtain detailed information relevant to the application of the prototype design to the specifics of the available space. Macrae Architecture will also conduct interviews with local building officials and code officials to ascertain the local regulations for building permit review and acquisition.

3. Macrae Architecture will then document our findings in a Site Survey Report binder for your records and use by the contractor. The report binder will contain:

The completed Site Survey Report form

Measured drawings of existing floor plan and exterior elevation conditions

Photo log and labeled photos for easy reference

Field notes

Local building code compliance requirements.

MANAGEMENT

DESIGN LAYOUT

1. Using all information gathered to date, Macrae Architecture will prepare a blockout of the space showing all walls, columns, lease line, etc. Using the blockout and known information, Macrae Architecture will prepare a design layout for each store. Or, we will send a blockout/existing conditions plan to your in-house designer and a code sheet letting you know what is required to be compliant with the building codes.
2. After we receive your design, we will lay out the store and recheck to see that it is in compliance with current local codes. If required, we will submit various options for the lay-out of the space to you and your team for review and comment.
3. Macrae Architecture will incorporate your comments and work with you to ultimately gain approval to proceed into construction documentation.



MANAGEMENT

CONSTRUCTION DOCUMENTS

1. Our definition of Construction Documents is the transfer of the design layout into working drawings by which the store may be constructed. These documents will include architectural, fixture, graphics/signage, plumbing, mechanical and electrical engineering work. If requested to do so, we will also prepare structural engineering documents for your project.
2. Macrae Architecture's documents will be professionally signed and sealed and then submitted for permitting and subsequently for bidding and construction by contractors. Macrae Architecture is currently registered in 36 states and Peter Macrae has successfully completed retail projects in four foreign countries.
3. Macrae Architecture has the capability of delivering documents anywhere in the U.S. the same day through our web-based project management.



YOU'VE SELECTED A WINNER

Macrae Architecture is committed to the success of the clients that we are privileged to serve. Our principal's experience with the national roll-out of successful retail programs extends to more than 15 years worth of satisfied retailers and their customers. Macrae Architecture believes in the consistent application of the environmental brand, allowing patrons to enjoy the same experience each time they encounter the retailer's brand.

We hope to serve you in the same professional manner.