

EXHIBIT C
RULES AND REGULATIONS
As of March 13, 2009

Management Company: Gallina Management, Inc.
8500 Greenway Blvd., Middleton, WI 53562

Property Manager & Leasing Agent: Linda Fischer 608-831-1212

1. The Hoff Mall and The HoffMall Gallery shall be open as follows:

Monday - Friday	10:00 a.m. to 6:00 p.m.
Saturday	10:00 a.m. – 5:00 p.m.
Sunday	Noon to 5:00 p.m.

The hours may be changed by the Landlord at any time.
The hours may be extended by the Landlord during Holiday seasons and/or special occasions.
The hours may be reduced during normal nationally recognized Holidays.
The Tenants may extend the above hours to meet their individual business needs.
Studios #1, #2, and #3 located on the lower level of The Hoff Mall, known as the HoffMall Gallery are not required to be open Monday through Friday.

2. All lighted signs of Tenant on the interior walls of the Mall shall be illuminated daily from dusk until midnight daily.
3. All loading and unloading of merchandise and goods shall be done only at reasonable times, in the areas, and through the entrances designated for such purposes by the Landlord.
4. The delivery or shipping of merchandise, supplies, and fixtures to and from the leased premises shall be subject to such rules and regulations as in the judgment of the Landlord are necessary for the proper operation of the leased premises and the Mall.
5. All garbage and refuse shall be stored and kept in the types of containers specified by Landlord, and shall be prepared for collection to a designated area in the manner and at the times and places designated by Landlord. If Landlord shall provide or designate a service for refuse and garbage pickup, Tenant shall use the same service at Tenant's cost. The Tenants shall not burn any refuse or garbage in or about the leased premises of the Mall.
6. Tenants who provide gratuitous gifts and advertising (such as candy, menus, or brochures) are responsible for cleaning up the items if they become waste in the Mall or common areas. Tenants are responsible for picking up trash from the common areas that is identifiable to the Tenant by logos or trade name. Tenants are advised to police the parking area and sidewalks of the Mall and common areas daily to make sure the same are clear of identifiable debris.
7. No radio or television transmitters or similar devices shall be installed on the leased premises without obtaining Landlord's prior written consent. No aerial shall be erected on the roof or exterior walls of the leased premises or Mall without obtaining Landlord's prior written consent. Any device installed contrary to this provision shall be subject to removal without notice and the costs of the removal shall be charged to Tenant.
8. No loud speaker, television set, phonograph, radio, or other electronic device shall be used in such a manner as to be heard or seen outside of the leased premises without obtaining Landlord's prior written consent.

Tenant Initial _____
Landlord Initial _____

9. The Tenant shall not inscribe, paint, or affix any sign, advertisement, or announcements (except for a sign announcing the hours of store operation) on the interior or exterior of the glass of any window or exterior wall of the leased premises or the Mall without obtaining Landlord's prior written consent. Interior windows if applicable are to be maintained by the Tenant and washed monthly. Window interiors are to be maintained to present a finished professional appearance. Storage of merchandise or cluttering of window interiors is not permitted.
10. Tenant shall not install any lighting or plumbing fixtures, shades or awnings, or put any decorations or painting, or build any fences or similar devices, on the roof or exterior walls of the leased premises of the Mall.
11. Tenants shall not place anything, including but not limited to, merchandise, displays, advertisements, or signs in any of the common areas of the Mall, or the sidewalks adjacent thereto, without obtaining Landlord's prior written consent.
12. Tenants shall not hold auctions or fire or bankruptcy sales in the leased premises without obtaining Landlord's prior written consent.
13. Maintenance, upkeep, and repair of the mechanical, heating, ventilating, air conditioning, tenant fire sprinkler systems, and electrical systems in Tenant's premises shall be the responsibility of Tenant. The Tenant shall keep the same in good condition and repair. Any and all loss or damage to Tenant's premises, fixtures, or personal property caused by the failure or malfunctioning of any of the same shall be the responsibility of Tenant.
14. Sinks, toilets, and associated plumbing and hardware are considered part of the leased premises. Maintenance, upkeep, and repair of the restrooms in Tenants' premises are the responsibility of Tenant. The Tenant shall keep the same in good condition and repair. Any and all loss or damage to Tenants' premises, fixtures, or personal property caused by backups, flooding, or the failure or malfunctioning of any of the same shall be the responsibility of Tenant.
15. The Parking Lot is to be used by tenants only. Diagonal striped stalls are reserved for apartment residents after 5:00 PM. Unless otherwise specifically provided for in Tenant's Lease, commercial tenants are granted two stalls (one parallel and one diagonal) with diagonal stalls subject to the above restriction. These designated areas may change from time to time and Landlord will notify tenants accordingly.
16. Tenants shall keep the Management Company informed of the name(s) and telephone number(s) of a person(s) to contact in the event of an emergency.
17. Tenants shall provide a current copy of keys for the premises.
18. **IMPORTANT TELEPHONE NUMBERS FOR TENANT:**

a. TDS Telephone Co	831-1500
b. TDS Repair Service	831-5858
c. Gas (MG&E)	252-7007
d. Gas EMERGENCY (MG&E)	252-7111
e. Electric (Alliant)	1-800-862-6222
f. Electric EMERGENCY (Alliant)	1-800-862-6261
g. Mt. Horeb Elec/Sewer/Water (EMERGENCY)	437-3084
h. Mt. Horeb Police (non-emergency)	437-5522

EMERGENCY - POLICE, FIRE, AND AMBULANCE 911
19. Tenant may submit a Hoff Mall Facility Use Agreement to use the common area of the Mall. Please see the attached Hoff Mall Facility Use Agreement for the rules and regulations required. Landlord reserves the right to discontinue tenants' use of common area in the Mall and/or the Hoff Mall Facility Use Agreement at any time, without notice, at the sole discretion of the Landlord.

Tenant Initial _____
Landlord Initial _____