

**TERM SHEET
FOR ACQUISITION OF LAND
IN MENOMONEE VALLEY BUSINESS PARK
(SIGN-A-RAMA PROJECT)**

Property: Approximately 2.0 acres (gross) located in the RACM Menomonee Valley Business Park identified as Parcel A on Exhibit A, attached hereto.

Purchase Price: \$120,000/ usable acre payable in cash at closing.

Closing: Closing shall occur on or before May 31, 2015, or another date mutually agreed by the parties.

Development: Sign-A-Rama ("Company") shall construct a new 14,000 square foot corporate office and manufacturing facility that produces signs, banners, tradeshow displays, and vehicle graphics on the site (the "Project"). Company anticipates completion of construction of the Project approximately twelve months following closing, subject to force majeure.

Brokerage Commission: RACM shall pay a real estate brokerage commission to The Property Advisor Group equal to 5.5% of the net sale price for Parcel A.

Design Guidelines: Company shall develop the Project in compliance with the Design Guidelines attached hereto as Exhibit B.

Human Resources Requirement: Company shall make its best effort to utilize Small Business Enterprise for not less than 25% of the construction and development cost of the Project and shall make its best effort to comply with the City of Milwaukee Resident Preference Program and shall enter into an agreement for that purpose.

Stormwater Maintenance: As part of the overall development of the Menomonee Valley Business Park, RACM has installed a master stormwater management system that will serve Parcel A and the other lands within the Park. The cost of installation of the system is included in the purchase price of Parcel A. Company shall be required to enter into a Stormwater Drainage Easement providing for the maintenance and operation of the system.

Subsequent Documentation: Prior to closing, RACM and Company shall enter into an Agreement For Sale of Land containing RACM's customary provisions (consistent with the provisions of this Term Sheet) pertaining to the conveyance of RACM-owned property. Such provisions shall include the requirement that Parcel A shall be governed by a Redevelopment Plan containing site and design regulations and that title to properties within the Menomonee Valley Business Park shall be further subject to customary permitted encumbrances such as utility, access and other easements for common benefit (but which shall not impair Company's intended use).