

JUSTIFICATION LETTER

RE: STRUTN/1911 Stella Lake, Las Vegas NV 89106
Reference License # S07-98337-3-150332

Ashley Chaney will be utilizing an existing retail space in our building. The small space is currently used for retail sales and operates under an existing retail sales license #B08-008363-2-095811, which has been in place since October 2006 and was provided as part of our pre-application processing.

Ashley Chaney is affiliated with Expertise and will be managing the retail space. She will expand the current inventory to include other women's accessory items and will report those sales separately for the purpose of taxation and inventory control. She completed the State Business License process and has followed the requirements for Nevada business taxation.

Since our opening in 2006, we have incubated Gritz Café by providing tenant improvements to support bringing this new business establishment to the Westside community. We feel by supporting our retail sales manager in developing her business skills, we are providing a valuable service for this graduate of our school who aspires to develop her business management skills. By having her manage a portion of the inventory, complete related sales tax reporting, we are contributing to her development much like a business incubator project.

We see the expansion of the merchandise as a way to stimulate our existing retail operation by responding to our students' and salon clients' request for new products. The customers will be the same individuals, primarily our students and customers of the beauty school which operates in the majority of the building's square footage. We also expect to attract clients of the Gritz Café, which is also domiciled in this building and the holder of a city Business License.

The retail space has been highlighted on the site plan and, as noted is an estimated 225 SF of the overall 10,000 SF facility. For this reason, we do not anticipate an increase in foot traffic or vehicular traffic since these clients are already being served at this site. Further, no permanent exterior signage will be attached to our building, as we see the existing clients as our target market. Additionally, no interior modifications or construction is being undertaken.

The following summarizes the key factors:

- Existing retail sales license
- No change to the structure
- No exterior attached signage
- Space dedicated to retail sales is approximately 3% of the overall square footage of the building
- Clients are from our existing students and clients and customers of Gritz Café (SUP-18298) which operates under an existing city license in a portion of the building.

Respectfully submitted by:
OWNER:
Gwen Chaney Braimah
Managing Member
Expertise Cosmetology Institute LLC

APPLICANT:
Ashley Chaney
DBA STRUT N

SUP-40143

NOV 02 2010