



November 1, 2010

Mr. Steve Gebeke
City of Las Vegas Planning & Development
731 South Fourth Street
Las Vegas, NV, 89101

Re: Justification Letter – Master Sign Plan Amendment Application

WMCV Phase 1, LLC

APN : 139-33-610-023

Address : 495 S. Grand Central Pkwy.

WMCV Phase 2, LLC

APN : 139-33-610-014

Address : 475 S. Grand Central Pkwy.

WMCV Phase 3, LLC

APN : 139-33-610-022

Address : 455 S. Grand Central Pkwy.

Dear Mr. Gebeke:

The application seeks approval of an amendment to its Master Sign Plan to allow for the installation of interchangeable/removable on-premise signage on the façade of each of the World Market Center Las Vegas Buildings located within the Las Vegas Centennial Plan.

Applicant is seeking approval to install eleven (11) signs onto the existing buildings. The proposed signs are 180'W x 150'H (2), 150'W x 100'H (2), 150'W x 120'H (2), 150'W x 75'H (1), 300'W x 115'H (1), 300'W x 150'H (1) and 150'W x 53'H (2) and all are made with "3M 3662 Pressure Sensitive Vinyl with 3M Laminate". Applicant contemplates installing the signs immediately upon approval, and first displaying the signs for its January 24-28, 2011 tradeshow event, and refreshing and/or changing the signage for tradeshow events occurring thereafter. The signs will depict only the advertisements of either the property owner, or existing tenants and/or business affiliates of the property owner.

Thank you for your consideration. Should you have any questions or concerns, please do not hesitate to contact me at any time.

Very truly yours,

A handwritten signature in blue ink, appearing to read "J. Leleu".

Jonathan P. Leleu
In-House Legal Counsel for
World Market Center Las Vegas

MSP-40138