

Limited Brands

March 4, 2011

RE: Letter of Reference
Mike Parker

To Whom It May Concern:


Mike Parker is an excellent retail real estate professional with extensive experience and expertise in all Canadian markets. I first met Mike in 2007, subsequent to Limited Brands' acquisition of La Senza Canada. Mike and his retail real estate consultancy firm MPA had represented La Senza and its predecessor companies for 20 years.

Mike was invaluable in helping us to gain an understanding of the dynamics of Canadian markets, key centers and critical developer relationships. We retained Mike for 3 years, in which he not only continued to service La Senza's real estate needs, but also for the launch of Bath & Body Works, Pink and Victoria's Secret in Canada. We found him to be bright, focused and dedicated to delivering the best possible locations under favorable economic terms.

Mike also collaborated well with our in-house real estate team, as we began to transition to our customary real estate model of dealing directly with our landlords. Finally, in 2010 Limited Brands Real Estate assumed full management for all our retail brands in Canada.

Based on our experience, Mike Parker has to be one of the top retail real estate professionals in Canada. I strongly recommend Mike to virtually any retail brand in need of strategic and tactical execution of its real estate program. If you would like to discuss this further, feel free to contact me at 614.415.7456.

Sincerely,



James L. Bersani
Executive Vice President, Retail Real Estate