

7-Eleven

OAKLAND AVENUE AND NORTH AVENUE 7-ELEVEN NEIGHBORHOOD AGREEMENT IN COOPERATION WITH MILWAUKEE EAST SIDE NEIGHBORHOOD ASSOCIATIONS

The Commitment

7-Eleven makes the following commitments to the neighborhood. This agreement is solely limited to the 7-Eleven stores located at 3301 North Oakland Avenue, Milwaukee, Wisconsin and 1609 East North Avenue, Milwaukee, Wisconsin:

1. Crime Prevention and Awareness Training Program.

7-Eleven corporate-store employees and new franchisees and their employees participate in a multi-media training program and are supplied with comprehensive resource materials on crime deterrence and violence avoidance. The program, called "Operation Alert," includes information on security procedures, proper store maintenance, violence avoidance and recommended behaviors for managing a robbery or other potentially violent encounter.

"Operation Alert" training emphasizes the high value the company places on the safety of all 7-Eleven store personnel and customers, and 7-Eleven stores' no-resistance philosophy toward robbery. At 7-Eleven, the safety of store personnel and customers is more important than protecting the company's money or property during a robbery. Store personnel also learn techniques recommended by the robbers themselves for responding to negative situations in a way that helps keep them from escalating into violent incidents.

7-Eleven will implement the "Operation Alert" crime prevention and training program at the North Avenue and Oakland Avenue stores.

7-Eleven is in the process of deploying a \$40 million comprehensive state-of-the-art security camera and remote access system in all of its stores nationwide. This system includes panic button technology that clerks wear to alert the police the moment a crime is perpetrated. The camera system records the criminal activities and can be remotely accessed by the local police for use to aid in investigations and prevent future crime.

7-Eleven also strives to maintain an excellent relationship with the police. 7-Eleven sponsors "*Operation Chill*", a program that provides police officers with Slurpee coupons to share with kids who the police recognize for positive behavior. While this sounds simple, Police Departments report that it is a useful tool in their attempt to break down barriers between the community and police. 7-Eleven commits to carrying out these initiatives at the North Avenue and the Oakland Avenue 7-Eleven stores.

2. Alcohol Awareness and Employee Training Program.

7-Eleven has the most comprehensive underage sale prevention program in retail. All employees must complete 7-Eleven's proprietary "Come of Age" training program which fosters a high awareness of tactics for reducing underage sales. The "Come of Age" training program is organized into three units, each focusing on a particular aspect of age-restricted product sales:

Unit 1: The Laws - addresses the laws governing the sale of alcoholic beverages, tobacco products, potential inhalants and lottery tickets.

Unit 2: Recognizing Behaviors - teaches store personnel to observe customer behavior to determine whether they can be sold restricted products because of age or intoxication and how to recognize many forms of age identification.

Unit 3: Refusing a Sale - covers techniques for refusing an illegal sale, while reducing the potential for conflict with the customer.

"Come of Age" teaches employees to develop their powers of observation to help detect potential problem sales. Actors in the training video demonstrate the clues that may signal an illegal sale, such as nervousness, slurred speech, staggering or clumsiness due to intoxication.

Employees are instructed to use a "two-step" process with every customer entering the store. This process has store personnel make eye contact and greet each customer by the time the customer has taken two steps inside the door.

Times have changed since the program's inception. Young people have become more creative in their attempts to purchase alcohol and tobacco illegally. Additionally, violence appears to be on the rise in our society. Customers who are refused an age-restricted purchase or who are refused because of intoxication may resort to verbal or physical abuse of store personnel. 7-Eleven recognizes this potential danger in society, as well as its duty to be a responsible retailer. That is why the company updated the "Come of Age" program to more adequately address the challenges retailers face today and to better equip the personnel who must refuse illegal sales because of age or intoxication.

As an example, store personnel are trained in the four steps of refusing an illegal sale, which are:

1. Use a firm, formal, polite statement.
2. Remove the restricted product from the counter and step back from the counter while maintaining eye contact.
3. State the law and/or store policy.
4. Turn slightly away, but never turn your back to the customer.

The training includes quizzes and discussions to assist store personnel in learning the various laws regarding the sale of these products, plus practice sessions and role-playing to help them become comfortable with refusing improper sales. Video and/or (CBT) computer based training

exercises like ‘Guess the Age’ illustrate techniques used by underage customers to appear older in order to make illegal purchases. Workbook exercises supplement the video or CBT. After a final quiz, employees are required to sign a form acknowledging that they understand and will abide by laws in their area concerning the sale of these products.

7-Eleven requires ID checks for any customer who appears to be 30 years of age or younger. 7-Eleven will implement the “Come of Age” Alcohol Awareness and Employee Training Program in its North Avenue and Oakland Avenue 7-Eleven stores. Employee involvement in “Come of Age” insures the success of the program and underscores 7-Eleven’s commitment as a caring and responsible member of the community it serves. The comprehensive “Come of Age” program is part of 7-Eleven’s dedication to the safe and legal sale of all age restrictive products.

In addition to the continuation of the “Come of Age” program, this year 7-Eleven deployed ID scanning technology that enables its clerks to scan IDs before alcohol or cigarettes are sold to customers. Additionally, the vast majority of 7-Eleven’s stores participate in an “undercover” shopping program operated by an independent third-party that tests our stores’ compliance with underage sales policies. 7-Eleven will continue these initiatives in its Oakland Avenue and North Avenue stores.

In both the North Avenue and Oakland Avenue stores, 7-Eleven agrees to refrain from selling beer in a single sales format. 7-Eleven further agrees to restrict beer and wine sales to an area that includes 5 doors in the 7-Eleven “vault” and occasional sales from no more than two end caps on the 7-Eleven sales floor. In addition, 7-Eleven agrees to not place beer in the windows of these stores.

At the North Avenue 7-Eleven store, 7-Eleven agrees to not place beer in the “beer cave” in such a way that it emphasizes the sale of beer in the windows of the “beer cave.”

7-Eleven does not display beer banners or neon lights in our windows advertising the sale of alcohol. 7-Eleven does not participate in block parties with bands or loud music.

3. Litter Control Program.

7-Eleven, Inc. takes pride in the appearance of our stores and recognizes that we have a responsibility to our customers and our surrounding community to keep the exterior appearance of our stores clean and litter-free. 7-Eleven will implement a litter control plan that will include the following:

1. Two trash receptacles for customer use located on either side of the front doors, as well as numerous other receptacles inside for customer use.
2. Dumpster area will be gated and locked at all times when not in use.
3. Garbage pick-up will occur at least three times weekly.
4. Litter pick-up will occur at least one time daily in all areas surrounding the store, including sidewalks, landscaped areas, etc.

7-Eleven corporate and franchise employees are committed to keeping both the interior and exterior of our stores clean. Additionally, our field consultants visit every store once per week to review cleanliness as part of their responsibilities and our Guest Experience Auditors visit every store once per month with a checklist to audit each store on a wide variety of operational standards, including cleanliness. 7-Eleven will continue these initiatives in its North Avenue and Oakland Avenue stores.

4. Loitering, Noise and Disturbance Control Program.

Part of 7-Eleven's "Operation Alert" Training Program focuses on loitering, noise and disturbance control. 7-Eleven discourages loitering, noise and disturbance in or around our stores and will take the following steps to discourage and prevent loitering, noise and disturbance at the North Avenue and Oakland Avenue locations:

1. 7-Eleven will proactively contact local police when noise, disturbance and/or loitering occurs, and will pursue formal trespassing warrants when necessary.
2. 7-Eleven's parking lot will be well lit, with no "dark" areas on any side of the building.
3. There will be no electronic video amusement devices on site.

Concerning matters related to the 24/7 operation of the Oakland Avenue store, as well as noise, disturbance and loitering issues at this store, 7-Eleven agrees to hold a Community Noise Abatement Committee organized and led by Eleri Baecker, the stores' Field Consultant, and Raja Dilwar, the stores' Marketing Manager. The Committee will be comprised of the people who participated in the September 25 meeting between neighborhood representatives and 7-Eleven representatives, and anyone else the Neighborhood Associations appoint.

Eleri and Raja will schedule meetings for the Committee with officials from the University of Wisconsin-Milwaukee and the Milwaukee Police Department to work out a noise abatement protocol. Based upon these meetings, Eleri and Raja will meet with the Committee and establish a noise abatement policy for the Oakland Avenue store to execute. Assuming that 7-Eleven obtains the Neighborhood Associations' cooperation, 7-Eleven will host up to 3 (three) Community Noise Abatement Committee meetings before the end of the current year (2012), including the meeting with the UWM and MPD officials. With our neighbors' help, 7-Eleven will aggressively fight to reduce noise, loitering and disturbance in our neighborhood.

After January 1, 2013, the Community Noise Abatement Committee will meet if needed to assess the effectiveness of current policy and to develop alternatives if necessary.

5. Landscape Maintenance Awareness.

7-Eleven and its Landlord will be responsible for the maintenance of the landscaped areas at the North Avenue and Oakland Avenue sites. It is our intent to have a landscape maintenance plan in place that will keep the sites looking aesthetically pleasing so as to contribute to the

enhancement of your neighborhood. 7-Eleven has read and understands the relevant landscaping and screening regulations, and will make sure that the site is in compliance with these provisions.

As part of 7-Eleven's effort to maintain a pleasing outside appearance of its stores, Eleri Baecker will work with Bill Werner to find a more tasteful presentation of 7-Eleven's propane stand at the Oakland Avenue store.

6. Neighborhood Communication Agreement.

7-Eleven intends to be an active part of this community, which includes keeping lines of communication open within the community. If we are notified of problems that our neighbors are having with the operation of our store, we will promptly respond to assess and remedy the situation. Any issues that are related to the safety or security of our employees or anyone in the community will be responded to immediately. If there is any other non-emergency issue that is reported, 7-Eleven commits to an initial response within 72 hours.

7-Eleven provides a toll-free 24 hour, 7 days a week hotline for any complaints, suggestions, etc. The number is **800-255-0711**. This number will also be displayed on exterior signage at the Oakland Avenue and North Avenue stores. In addition to the number listed above, neighborhood members may contact a 7-Eleven representative at a local number to be provided in order to express any complaints, suggestions, etc.

In addition, 7-Eleven will keep a file of all letters received and make that file available for review at public request. We will also provide a written response within 30 days of receiving a letter.

7. Neighborhood Mediation Program.

7-Eleven is committed to participating in a mediation program or similar process, if so requested.

8. Lighting Plan.

If not already provided, 7-Eleven will provide a lighting site plan. 7-Eleven does not display neon lights of any kind at our stores, and we use our window signs and storefront banners to advertise value propositions and new product offerings. 7-Eleven will specifically agree that the "Brewhouse Cold Storage" sign at the North Avenue site will be removed and replaced by a tasteful 7-Eleven logo. 7-Eleven will submit all exterior signage plans to the Eastside Improvement District No. 2, Architectural Review Board for approval as required.

Consistent with the above paragraph, 7-Eleven will remove the neon ATM sign currently located in the window of the Oakland Avenue store.

Conclusion

7-Eleven is committed to being a good neighbor to the residents and business owners within the North Avenue and Oakland Avenue neighborhoods. We feel we have adequately addressed all requirements per City code as well as any potential issues that pertain to the operation of a 7-Eleven convenience store in this area. We are looking forward to becoming a part of the community.

Keith Jones
s/Keith Jones
October 1, 2012