

If all other tenants in said Shopping Center shall do so on not less than the same basis, Tenant shall become a member of a Merchants Association, the purpose of which shall be to engage in the general promotion of said Shopping Center and shall maintain such membership at least during the first two years of the term of this lease. Tenant shall contribute to such association a pro rata share of the cost and expense thereof contributed by all tenants. Such contribution by Tenant shall be in the same proportion to the cost and expense of such association contributed by all tenants as the square foot first floor area of the leased premises is to the square foot sales floor area of all buildings in said Shopping Center but shall, in no event, exceed the sum of \$960.00 per lease year. During the first lease year, Landlord shall contribute a sum equal to 50% of the total cost and expense of such association and thereafter Landlord shall contribute a sum equal to 25% of the total cost and expense thereof.

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