

From: LUNA BELLA <lunabellaadvertising@gmail.com>

Date: Dec 18, 2016 3:24 PM

Subject: Thank You for 15 Years!

To:

Cc:

To our friends, fans and family,

It is with the utmost sadness that Joe and I are announcing the closing of our beloved Luna Bella on December 31, 2016. With the future of the village center being so fragile, we have decided it is in our best interest to close our doors on a high note. We are not claiming bankruptcy, we have not been "kicked out", and we have not given up. We are in fact doing very well. We are simply tired of putting up with a huge corporation that does not have their tenant's best interest at heart. A corporation where phone calls are not returned and questions are never answered. A corporation that demands a percentage of our business, that lets a business close their doors and put 25 people out of work. A corporation that gives us no incentive to stay and that doesn't even bat an eye that we are leaving. It has been our belief that they don't want any of us here. We believe it would be too costly for them to negotiate leases. It has broken us to the core, a core that will be forever changed by the course of events that have taken place. But this does not diminish the belief that Joe and I have led a successful life here. You see for us, success is not a huge house, but the huge feeling of home when you enter it. Success is not measured in dollars or status, but measured in the lives that you make a difference in. Success is not measured by the fancy car you may drive, but in the drive you have to lead with integrity and truth. No corporation can take this from us. The face of the small business owner has changed, and we will continue to diminish as long as large corporations make it impossible for us to survive and thrive. All of this and more will erase the small business as we know it today. It is an immense loss for us all.

Regardless of this, it has been our greatest joy and pleasure to have served you, to have known you, and, to have become your friends. You have become part of our family. We have done our best to be our best, and although we have failed at times to be THE best, it was always our utmost goal. I am not sure what is in our future, but whatever it is, we have learned a great deal in our time here and will forever keep all of you in our hearts. Joe and I would like to thank so many people. First and foremost ALL of our employees, past and present, which have become such a huge part of our life. We have seen so many of you grow to become successful both professionally and personally. And many now have beautiful families of their own. It is because of all of you, that we have been able to shine our light as bright as we have. We will never forget you; we will miss you

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Zoning Case 1119M HRVC

Applicant/Protestant Schwartz

Exhibit # 4 Date 2/5/20

immeasably and will truly be forever grateful.

To our guests, well there would be no Luna Bella without you. You have stood by us for 15 years, we have seen your children grow and have met your grandchildren. We are honored and humbled by your unwavering support. We have celebrated engagements, weddings, birthdays, holiday parties, retirements, and countless other celebrations. All of which we were honored to have been a part of. Sadly, we have had to say goodbye to those who have left us. But have been so very grateful to have known them.

We ask that you come by these last 2 weeks of December to celebrate our 15 years, and to say goodbye. Our last day of business will be December 31st, New Year's Eve. How fitting. It will be a difficult couple of weeks, but we look forward to seeing you all and share in the memories we have created.

Lastly, Joe and I would like to wish all of you good health, great happiness, much prosperity, and lastly.....

Nothing but good eats.

With humble gratitude and great sadness,

Celeste and Joe

"A bottle of red, a bottle of white

Whatever kind of mood you're in tonight

I'll meet you anytime you want

In our Italian Restaurant"

Billy Joel

Scenes from an Italian Restaurant