



PYRAMID MANAGEMENT GROUP

— BEHAVIOR CODE —

Holyoke Mall is private property dedicated to providing a safe, convenient, and enjoyable shopping environment to our valued shoppers, visitors, merchants and employees. Inasmuch as the shopping center is private property, Management reserves the right to exclude from the premises any person whom Management believes is engaged in activities which are not directly related to, or which detracts from, the shopping experience. Additionally, the following Behavior Code will be in effect at all times for all guests and visitors of the shopping center. Persons violating the Behavior Code may be directed to leave the shopping center property, banned from entering the property in the future, and/or prosecuted to the fullest extent of the law. Mall Management has the right to amend the Behavior Code at any time.

Holyoke Mall is Open for the Purpose of Safe and Convenient Shopping

Appropriate behavior is required at all times. Fighting, horseplay, harassment, offensive language, shouting, loud noise, littering, picketing, protesting, solicitation or any illegal activities are not allowed on mall property. Mall Management has the right to exclude from the mall any person or group who in the opinion of Management is obstructing, hindering, or harassing shoppers or mall visitors, or who is engaged in conduct that is unrelated to or detracts from the shopping experience. The display of signs, banners, posters, apparel, and the like that tend to provoke a disturbance, negatively impact the interests of merchants, or engage shoppers or other legal invitees in conflict, is also prohibited.

Pets

Pets are not permitted on the premises except for service animals that aid the physically challenged. Exceptions may be made for pets being taken to pet stores or photography sessions.

Please Walk

For your safety and the safety of our customers you may not run, skate or use a skateboard on mall property. You may not ride bicycles on sidewalks or the interior of the mall.

Group Activities

Group functions, activities or gatherings unrelated to the shopping experience are not permitted absent express Mall Management approval which shall have the right in its sole discretion to prohibit any such group functions, activities or gatherings. In no event may any group function, activity or gathering proceed without following the mall's application procedures and the conduct required in this Behavior Code. An application may be obtained from Mall Management.

Please Dress Appropriately

To promote the shopping center atmosphere, customers, guests and employees shall be fully clothed. The wearing of apparel which tends to provoke a disturbance, negatively impact the interests of merchants, or engage shoppers or other legal invitees in conflict is prohibited.

No Weapons Allowed

The possession of any weapon, other than by law enforcement personnel, is prohibited.

Smoking and Alcohol

Effective May 31, 2012, Holyoke Mall will be a tobacco-free facility. This tobacco-free policy is inclusive of the entire property, both inside and outside, including all entry points, hallways, sidewalks, loading dock areas, parking lots and construction areas. In addition to cigarettes, the policy is in effect for cigars, pipes, electronic cigarettes and other similar substances or instruments that are lit or burning, or any tobacco use in general. The consumption of alcohol is permitted in licensed premises only.

Parking is for Guests and Visitors

The parking area is private property and is intended for the use of mall guests, visitors and employees. Vehicles must be parked in legally designated spaces. Unauthorized overnight parking is not permitted. Violator's vehicles are subject to ticketing and/or towing at owner's expense.

We Support Education

In accordance with school attendance laws, and in support of education, children of 6 to 16 years of age are not permitted on mall property during school hours, unless accompanied by a parent or legal guardian.

Holyoke Mall Parental Escort Policy

Holyoke Mall welcomes all youths. However, during designated hours on Friday and Saturday (4pm to close), youths 17 and under must be accompanied by a parent or adult 21 years or older. Anyone should be prepared to show valid identification (with picture and date of birth) such as a driver's license, state identification card, military identification, passport or visa.

Thank You For Your Cooperation

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