

March 6, 2006

Dan Gilbert
CEO
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Dan:

Cityscape Detroit is a non-profit group that advocates for good urban planning, good urban design, investment, adaptive reuse of old buildings, green spaces, pedestrian friendliness, etc. in Detroit. The officers and members of Cityscape volunteer tirelessly to improve Detroit's "built environment." More information is available on our Web site at www.cityscapedetroit.org.

As an officer of the group, I am writing to encourage you to build the new headquarters of Quicken Loans/Rock Financial on the old Hudson's Building site in downtown Detroit.

It is a really exciting time in Detroit. There have been a lot of exciting, positive developments downtown over the past few years; there is more construction taking place than in any time since the 1940's.

To name just a few things:

- Compuware built a fantastic new headquarters building
- Campus Martius park is an awesome 1.5 acre park in the heart of downtown
- GM has spent \$500 million on improvements to the Renaissance Center
- RiverWalk is a beautiful, three mile long walkway being built along the Detroit River
- Comerica Park and Ford Field are huge and bring a lot of people downtown on game days
- Lofts at Merchants Row is a cool new loft development
- Lofts at Woodward Center is a cool new loft development
- The Book/Cadillac building is being renovated for \$150 million

The city is exciting, historical and attractive to talented people. It is much more appealing than the plain, boring suburbs.

We are returning Detroit from a black-eye on the state of Michigan into one of America's great large, cool, urban areas. There would be great synergy if Rock was down here, to

On behalf of the officers and board,

Andrew Koper