

June 25, 2026

Mark Prior
California Wine Exchange LLC
5425 Bellingham Ave., #3
Valley Village, CA 91607

City Clerk
City of Los Angeles

RE: NOTICE OF CHANGE OF REPRESENTATIVE FOR CALIFORNIA WINE EXCHANGE
LLC IN ITS PCN APPLICATION

To Whom It May Concern:

I, Mark Prior (Applicant) will be representing myself and California Wine Exchange LLC for the PCN application of The California Wine Exchange project, which is located at 1050 S. Flower St., STE 167, Los Angeles, CA 90015 and whose zoning administrator's case # is ZA-2025-5537-CUB.

During the application process for the Conditional-use Beverage, the Applicant and Building Owner were represented by Veronica Becerra of Rabuild Commercial Services LLC.

Please feel free to direct any questions and comments regarding the PCN process to myself at my email or mobile number below.

Thank you for your time & consideration.

Sincerely,



Mark Prior
California Wine Exchange LLC
mark@caliwineexchange.com
Mobile: 818-860-8050