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MARKET STRATEGIES, INC. HEADQUARTERS TAKING SHAPE AT COLLEGE PARK

Livonia, Michigan – Market Strategies, Inc., one of the top-20 market research firms in the nation, is excited about the progress of construction on its new corporate headquarters building at College Park in Livonia. The steel structure has been topped off and work is beginning on the brick curtain wall, with construction on pace for the scheduled opening in July 2009. The 60,000 square foot, 3-story, Class A office facility is being built-to-suit by The Walkon/Etkin Partnership, developers and owners of the award-winning mixed-use development.

“College Park makes total sense for our business. It is easy to reach, easy to navigate, and all-inclusive,” commented Dr. Reginald Baker, COO of MSI. “We are thoroughly enjoying working with Etkin’s development team to create a building that will work for us today and well into the future.”

The addition of MSI to College Park enhances the diversity of distinct multi-tenant and build-to-suit office buildings, including the recently opened TCF Bank headquarters. The 45-acre business campus showcases a variety of premium retail outlets and restaurants, including Fleming’s Prime Steakhouse, Bravo! Cucina Italiana, Claddagh Irish Pub, Mitchell’s Fish Market, Potbelly Sandwich Works, Caribou Coffee, Cold Stone Creamery, WineStyles, Panchero’s Mexican Grill, Great Clips, Rapid Refill Ink and Cheeburger Cheeburger. Its highly visible location along the I-275 corridor, with opportunity for signature signage, has contributed to high occupancy rates and distinguishes the address as one of the best for business.

Once completed, the MSI property will feature the trademark brick and glass of College Park’s buildings and will be located on 3.6 acres at the south side of the campus, with exceptional I-275 visibility.

“College Park raises the bar for quality mixed-use developments in Livonia and beyond,” said Mark Taormina, Livonia City Planner. “The Walkon/Etkin team’s collaborative approach to the master-plan process and execution of the plan has resulted in a true jewel of a development for the city.”

Located north of Six Mile Road, between Haggerty Road and I-275, College Park is within easy reach of Southeast Michigan’s important destinations.

The Walkon/Etkin Partnership blends the commercial real estate expertise of Southfield’s Etkin Equities L.L.C. and Farmington-Hills-based Walkon Associates, Inc., whose combined development, ownership and management portfolio includes more than 10 million square feet of office, industrial, hotel and retail properties. For additional details on College Park, contact Etkin Equities at 248-358-0800. Visit Etkin’s website at www.etkinllc.com.



Construction is well underway on the new headquarters of Market Strategies Inc. at College Park in Livonia.

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