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**Liggett Stashower Moving to Star Plaza**  
*Lease includes naming rights for the building*

Cleveland, OH – March 9, 2009 -- Liggett Stashower's (LS) name will soon enhance a five-story building in the heart of PlayhouseSquare when the company moves its headquarters in early July. The branding firm announced the signing of an 11-year lease for 40,000 square feet at 1240 Huron Road on Star Plaza in downtown Cleveland.

The agency will occupy the first three floors, with floor-to-ceiling, first-floor glass frontage facing Star Plaza. The first floor houses the reception area, conference space and a presentation theater. Exclusive naming rights to the building are included in the lease.

The agency's new offices are just minutes from its current space on the second floor of the Halle Building at 1228 Euclid Avenue, between Euclid and Huron. LS has occupied its present location since 1989.

The new space is currently under renovation to accommodate a modern, spacious, flexible floor plan and contemporary décor. The design elements include curved, metal staircases and walkways; open atriums; offices without doors; and a color palette to complement the agency's signature terra cotta and dark blue logo imprimature.

"We conducted an exhaustive search for office space that would offer favorable financial terms, especially in today's recessionary business climate, as well as opportunities to enhance the presence of the Liggett Stashower brand. We are committed to Cleveland's central business district," said Mark Nylander, agency CEO. "This highly visible, street-level location, together with the natural synergies that exist between the creativity and visual arts that define our business and the performing arts that surround us in PlayhouseSquare, make this a perfect fit for us."

"We couldn't be more pleased to learn that one of our long-standing neighbors will continue to share space in the theater district, " said Art Falco, president and CEO of PlayhouseSquare. "Liggett Stashower's presence contributes to the creative spirit that makes PlayhouseSquare vibrant and energetic."

Said Joe Marinucci, president and CEO, Downtown Cleveland Alliance, "The agency's decision to remain in downtown Cleveland is a strong endorsement of the city's vitality. Liggett Stashower has been an enduring force in Cleveland's business community for many, many years. Its new building is a great location for a company that contributes to Cleveland's strength."

The Slyman Group is the owner and landlord of the 1240 Huron Road Building. CBRE handled the leasing negotiations on behalf of LS. Vocon Partners is the architect and interior designer. Bolton Pratt is the general contractor.

With its roots in advertising and public relations, Cleveland-based Liggett Stashower has grown to become one of the region's most successful communications firms. The agency's specialty is launching products and ideas using a channel-neutral approach. LS has deep experience in the building products industry. For more information, visit [www.liggett.com](http://www.liggett.com).

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