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### The LS Brand Building on Star Plaza is Liggett Stashower's New Home

Cleveland, OH – July 6, 2009 – Liggett Stashower ([www.liggett.com](http://www.liggett.com)) moved its headquarters on July 6 to an historic, five-story building in the heart of PlayhouseSquare ([www.playhousesquare.com](http://www.playhousesquare.com)) in downtown Cleveland. The agency holds an 11-year lease and will occupy the first three floors at 1240 Huron Road, to which it secured naming rights. The building will henceforth be known as The LS Brand Building in keeping with the marketing agency's mission -- building brands.

The new space has first-floor, floor-to-ceiling glass frontage with street level presence on Star Plaza. The agency's new offices are just minutes from its former space on the second floor of the historic Halle Building at 1228 Euclid Avenue, between Euclid and Huron. LS had occupied its former space in the theater district since 1987.

#### **Move Strategy**

"This move is another major step in the ongoing conversion of Liggett Stashower from the traditional model of the late 20<sup>th</sup> century advertising and public relations firm to the newer, blended, collaborative approach to 21<sup>st</sup> century branding," said Mark Nylander, chief executive officer.

LS has embraced the seismic shifts that are reshaping the advertising and public relations industry by creating a new business model that is constantly evolving and adapting to keep pace with current and future trends. "These changes have manifested themselves in many ways, including a blending of traditional advertising and public relations disciplines into brand management; development of a new project management process and exploring value-based compensation agreements with clients," Nylander explained. "Our move is another representation of the changes occurring at LS as we convert three floors of an historic building in PlayhouseSquare into a new home."

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### **The New Physical Space**

The building, constructed in 1905, has been under renovation since March to accommodate the “new” LS. It boasts a modern, open, flexible floor plan and contemporary décor. The design elements include curved, metal staircases and walkways connecting all floors; open atriums; offices without doors; three open levels with no interior walls; multiple group work spaces with comfortable, functional furniture; a presentation theater; an employee café complete with kitchen facilities; ergonomically correct Aeron desk chairs in every office; and a color palette to complement the agency’s terra cotta and dark blue signature. “The floor plan is designed for maximum interaction among all disciplines, in accordance with the blended, collaborative approach to today’s marketing,” Nylander commented.

The first floor houses the reception area, ample conference space with flat panel TVs where clients will meet with their agency teams, and a presentation theater for client and agency events. The second and third floors house Brand Management, Finance, Connection Planning, and Creative units. The employee café is on the circular mezzanine level.

“We plan to make our first floor space available to our clients, our staff and downtown groups for their meetings as well,” Nylander said. “The street level visibility is also an opportunity to showcase our own brand,” he added, stating that traditionally agencies have occupied upper floors in traditional office buildings.

Sustainability is a high priority. With all new furniture at The LS Brand Building, the agency recycled more than 80 percent of usable furnishings and supplies from its former space through donations to Habitat for

Humanity and Kent State University, staff selection and traditional recycling programs. Many of the existing structural features at the new space were maintained and woven into the overall design plan in an effort to reduce landfill dumping. Other items were reused and some relocated to save on raw material usage and disposal. For example, to increase connectivity of the three floors and optimize communications among staff, the metal, circular stairwell existing between the third and fourth floors was relocated to join the second and third floors.

The new space features energy efficiency lighting and motion sensor lighting where feasible; water filtration for all faucets used for consumption; faucets with aerators in all locations; full recycling of

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all paper, glass, plastics, and aluminum in cooperation with the building management; Energy Star appliances; low VOC paint; furniture constructed from recycled materials; and carpet created through environmentally friendly processes. LS will not use bottled water and will be using paper products made entirely from recycled materials, including letterhead, copier and printer paper.

### **Downtown Endorsement**

"The natural synergies that exist between the creativity and visual arts that define marketing and the performing arts in PlayhouseSquare made the decision to remain downtown in the theater district an easy choice," Nylander said. "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 Nylander.

"We couldn't be more pleased to learn that one of our long-standing neighbors is continuing 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 ([www.downtownclevelandalliance.com](http://www.downtownclevelandalliance.com)), "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 LS Brand Building. CBRE ([www.CBRE.com/EN](http://www.CBRE.com/EN)) handled the leasing negotiations on behalf of LS. Vocon Partners ([vocon.ext.aztekdev.com](http://vocon.ext.aztekdev.com)) 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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