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**Contact: Harry Lassiter
(212) 688-4800**

**harry@thelassitercompany.com
Cynthia van Zelm
(860) 429-2740**

vanzelmca@mansfieldct.org

**CUSHMAN & WAKEFIELD, LEADING NATIONAL REAL ESTATE FIRM,
JOINS STORRS CENTER LEASING TEAM AS LANDLORD
REPRESENTATIVE**

**Will work with Live Work Learn Play firm on Commercial Leasing Program
and "Casting"**

Storrs, CT...A significant new development for Storrs Center was announced today with the retention of Cushman & Wakefield of Hartford as the commercial leasing representative for the project. LeylandAlliance, the Master Developer for Storrs Center, has engaged Cushman & Wakefield (www.cushwake.com) to work with Live Work Learn Play, its retail and commercial development and marketing consultants, on the leasing and identification of prospective tenants to the project. Evan O'Brien, Associate, will be the lead broker on the Cushman & Wakefield team.

Macon Toledano, Vice President of Planning and Development for LeylandAlliance, states, “The addition of Cushman & Wakefield to our line-up of talented and experienced consultants is a great step forward in the marketing and leasing program for Storrs Center. They are one of the largest and most respected real estate companies in America and have an impressive track record for bringing high caliber tenants to mixed-use developments like Storrs Center.

The Hartford office has a regional and national network that will be invaluable for the process of identifying, pursuing and negotiating with prospective tenants. We’re particularly pleased to be working with Evan O’Brien, with the Retail Brokerage Services group, whose strong focus in that area will be a great resource for the leasing effort.”

Speaking for Cushman & Wakefield, O’Brien states, “This is truly a special opportunity for our firm and for me personally. As a UConn alumnus, I have a real connection with the University and the Town of Mansfield. There is clearly the need for a Main Street/ Downtown there, and we believe the market will be an excellent one for retailers and commercial businesses alike.”

Cushman & Wakefield will collaborate with the Live Work Learn Play organization to forge a unique marketing effort for pursuing prospective tenants. Live Work Learn Play utilizes a specialized leasing concept known as “Casting”. Through a sophisticated market research model, it identifies qualified prospective tenants drawn from the retail, restaurant, hospitality and commercial office sectors. In much the same fashion as casting for a theatrical production, tenants are selected based on their “match” to a pre-programmed profile for the project and targeted mix of end-users. A typical mix of prospective tenants will combine a large percentage of unique, independent retail concepts and “mom and pop” owner-operators with a smaller number of regional and national

chains or operators. The Live Work Learn Play team then works closely with the developer client to complete the lease transaction and with the operators to create lively and successful commercial centers.

Max Reim, principal with Live Work Learn Play, states, “We look forward to a close association with Cushman & Wakefield on the Storrs Center leasing program. Their specific knowledge and experience in the Mansfield region combined with their national support network will enhance the options available to us as we begin the casting process for Storrs Center. We are especially excited about their experience with the University and surrounding commercial environment. We are looking forward to putting that knowledge to use to help us create the best possible commercial experience for Storrs Center.”

Speaking for the Mansfield Downtown Partnership, the organization guiding the Storrs Center development, Executive Director Cynthia van Zelm adds, “With Cushman & Wakefield on board and working with Live Work Learn Play, the commercial leasing strategy is in place for Storrs Center. With the critically important approval process largely behind us, the focus can now be on attracting the best tenants to the project.”