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Jones Lang LaSalle leases 100,000 s/f at 40 Broad Street to Mullen

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Transwestern Investment Company, Mullen, Jones Lang LaSalle, and Cushman Wakefield have completed a lease for 100,000 s/f of first class office space at 40 Broad St. in downtown Boston. Jones Lang LaSalle managing director William Collins and senior vice president Bradley McGill negotiated on behalf of the owner Transwestern. Cushman Wakefield director James Brady of Boston in partnership with vice chairman Edward Weiss, senior director Robert Romano and senior account manager Melisa Schneider of New York, represented the tenant Mullen.

Joseph Concepcion, senior vice president of Transwestern, said: "The signing of the Mullen lease validates our vision for 40 Broad St. We are absolutely thrilled to welcome Mullen to their new headquarters."

"We believe in revolution through evolution, and this move is the latest step in that endless journey," said Joe Grimaldi, chief executive officer of Mullen. "The communications and marketing business is undergoing radical transformation, and a relocation will enable us to continue our transformation through work style, workforce composition and simply shocking the system. All great brands evolve with time to remain relevant and meaningful. We're making this move to set the stage for Mullen's future. We chose 40 Broad St. because of its location in an area targeted by the city for invigoration, because of its excellent proximity to places like the Greenway, the Waterfront and Faneuil Hall, and because we wanted a destination building that would bear our company name and in which our presence would be significant.

Located in the heart of the Financial District, 40 Broad St. overlooks the Rose Kennedy Greenway, a block from Faneuil Hall, and the waterfront. It is undergoing a significant capital improvements program that sets the tone for the boutique mid-rise's new image. Featured are new entries, a new main lobby, and a complete redesign of the elevator cabs. Project completion is scheduled for February 2008.

Mullen is a 700-employee, four-office, diversified-services advertising agency with 420-employees in its Wenham headquarters. With this move, Mullen will relocate its agency headquarters to downtown Boston. The agency will occupy approximately 100,000 s/f on the top four floors at 40 Broad St., near Boston's Post Office Square and Faneuil Hall areas.

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