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## **OnBrand24 extends for to 12,000 s/f lease at 100 Cummings Center**

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OnBrand24, one of Cummings Center's pioneer tenants, has chosen to extend its lease for 12,000 s/f at 100 Cummings Center for several more years. The firm, a full-service provider of inbound and outbound telemarketing capabilities, has significantly expanded its business since relocating to the business, medical and research park in 1997.

Formerly known as Pike Communications, OnBrand24 changed its name earlier this year to reflect the company's broad array of 24/7 services, including inbound order processing, customer service and help desk support, outbound business-to-business telemarketing and collateral fulfillment. Founded more than 20 years ago as a small, family-owned call center, the firm now counts among its clients Fidelity Investments, Liberty Mutual, WebMD, Virgin HealthMiles and Altus Broadband. According to OnBrand24, it is able to support a growing list of international clients through its round-the-clock customer service and bilingual resources.

"We are pleased to see OnBrand24 flourishing at Cummings Center and appreciate the company's confidence in the product we provide here," said Jack Simko, leasing/property manager. "With a history of continued growth and providing state-of-the-art technology and services, OnBrand24 fits the entrepreneurial profile of many of our tenants."

The award-winning Cummings Center campus is home to one of the city's first Energy Star building and more than 500 diverse businesses, including numerous corporate headquarters, software developers, biotechnology and pharmaceutical research firms, high-tech start ups, and law practices.

And a burgeoning medical and healthcare community of more than 100 practices. Joined by fitness centers, two full-service banks, children's, adult and canine daycare, six restaurants, on-site MBTA and CATA bus service and a branch of North Shore Community College, Cummings Center offers an attractive pond-side setting with unmatched amenities.

With 40 years experience in commercial real estate, Woburn-based developer Cummings Properties has earned a solid reputation for operations and service excellence and has a long history of building renovation and reuse, energy-saving design and reduction of waste. The company leases and manages nearly 10 million square feet of prime commercial space in 10 communities surrounding Boston.

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