

CBRE, HQ Global to Create Strategic Marketing Program

www.nreionline.com, July 7, 2004

Los Angeles-based real estate brokerage CB Richard Ellis (CBRE) and Dallas-based **HQ Global Workplaces**, a provider of full-service office business centers, have formed a strategic alliance that will combine real estate portfolio services of CBRE with flexible office and service options offered by **HQ Global**.

"This strategic partnership will create synergies for both companies and for our clients who need cost effective, flexible office solutions," says **HQ Global** CEO Steve McNeely. "For HQ, this was a timely move because we are aggressively growing our business, looking for opportunities in existing markets as well as in secondary and tertiary markets."

Through the alliance, **HQ Global** and CBRE will develop a joint strategic marketing program to attract office users to HQ Global's 4.5 million sq. ft. of office space. CBRE also will provide traditional real estate services, including comprehensive portfolio management, for **HQ Global's** office business centers.

The alliance will enable clients to assemble the most cost-effective combination of traditional, long-term leased real estate and flexible office space available. **HQ's** involvement will provide CBRE clients with alternative office space featuring increased flexibility in rental terms, amount of office space used and support services.