

THE IRVINE COMPANY

Press Releases

Irvine Company Signs Advantage Sales and Marketing to 48,468 sq. ft. Lease at 18100 Von Karman.

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Irvine Company announced today that Advantage Sales and Marketing (ASM), the nation's premier consumer packaged goods sales and marketing agency, has signed a lease to occupy the top two floors at 18100 Von Karman.

Advantage Sales and Marketing will occupy 48,468 sq. ft. at the 10-story glass and granite office tower at Irvine Towers. The company will move early next year and have building-top signage.

"Moving our corporate headquarters into the prestigious, high-quality new building at 18100 Von Karman reinforces the commitment to quality our clients and customers associate with ASM," said Sonny King, Chairman and CEO of Advantage Sales and Marketing. "The move also allows us to consolidate our operations onto two adjacent floors with more collaborative workspace options for our associates, with the added bonus of our ASM signage atop this outstanding building near the 405 Freeway."

Financial terms of the seven-year lease were not disclosed. Ken Ward and Brett Merz of Cresa Partners represented ASM.

Val Wheeler, President of Irvine Company Office Properties, said he is pleased to be in a position to accommodate growing companies, as well as those with contiguous space needs.

"Advantage Sales and Marketing is precisely the type of innovative, industry-leading company we hoped would be attracted to the top floors of our new building when it opened last year," Wheeler said. "We are confident that the location and quality of the new headquarters will enhance their business."

Other tenants include John Hancock Insurance, Hill International, OnCure Medical Corp, Align General Insurance, Hanwa American Corp. and Environ Holdings, Inc.

Irvine Towers features five high-rise office towers less than a mile from John Wayne Airport. It also has an on-site Prego Ristorante and is adjacent to the 485-room Irvine Marriot. Early next year, the outdoor eating area will be transformed into a newly-designed, covered dining plaza. The shaded area will accommodate café-style seating under umbrellas surrounded by rich landscaping and water features. Also, a Specialty's Café and Bakery will open. Founded in San Francisco, Specialty's features an exhibition kitchen where premium sandwiches, soups and organic salads are handmade. The café and bakery is also opening at 20 Pacifica in Irvine Spectrum early next year.

Irvine Company owns and operates more than 400 Class A office properties in the most prestigious coastal markets in San Diego, Orange and Los Angeles counties and the Silicon Valley. It takes a long-term view, focusing on reinvestment and customer experience.

Visit www.rental-living.com to learn more about rental housing near Irvine Towers, www.villagesofirvine.com for executive and for-sale housing and www.shoptheirvinecompany.com for retail.

About Advantage Sales and Marketing LLC

Advantage Sales and Marketing (ASM) is a premier consumer packaged goods sales and marketing agency, committed to building brand value for our clients and customers. ASM's cradle-to-cart -- post-manufacture to consumption -- customized sales and marketing solutions includes headquarter sales, retail merchandising and marketing services, specializing in client and customer events, publications and assisted-selling services for the grocery, drugstore, club, convenience, natural/specialty, consumer electronic and home center industries. Headquartered in Irvine, Calif., ASM has more than 20,000 associates and 66 offices in the United States and Canada. Visit www.asmnet.com today.

