

Mattel signs lease for 20,240 SF

October 2008

RICHARDSON, TX-Mattel Sales Corp. has signed a 20,240-sf lease in a stand-alone on the city's southern edge. The toy company, headquartered in El Segundo, CA, will use the space for display and sales activities, and to complement its Fort Worth area sales office.

The retail showroom at 751 S. Central Expressway was selected because of its ideal location along the busy U.S. 75 traffic corridor. "We chose this location for easy access to our customers who live all over the Metroplex," comments a spokeswoman for Mattel in a statement. "We have valuable customers who make



751 S Central Expressway
Richardson, Texas

the drive to Fort Worth from Seagoville, Frisco, Allen and Carrollton. Richardson seemed like a great spot for all of our customers."

The space at 751 S. Central Expressway had been leased by Rosewood Fine Furniture, which recently vacated the premises. "I believe that this location will prove to be a profitable site for Mattel. With over 200,000 cars passing daily, Mattel will be receiving excellent exposure," comments Melanie Hughes, vice president of Bradford Cos. in a statement about the transaction. Hughes, who represented building owner Perth United Ltd. PS in Richardson in the transaction, adds that the location is close to many

existing customers.

"We hope this proves to be a long-term location for them," notes Hughes, who partnered with Dallas-based Bradford Cos. vice president Sharon Friedberg on the transaction. Representatives from Mattel and Bradford could not be reached by deadline.

Bradford Companies manages over 15,000,000 square feet in the Metroplex valued at \$300,000,000 and completes over 6,000,000 square feet of transactions annually for its strategic partners.



Melanie Hughes
Vice President
Office Marketing



Sharon Friedberg
Vice President
Office Marketing

BRADFORD

Commercial Real Estate Services

Worldwide commercial real estate services including brokerage, management, development, investment and corporate services

9400 North Central Expressway • Suite 500 • Dallas, Texas 75231 • 972/776-7000 • Fax 972/776-7083

www.bradford.com

