



**September 26, 2012**

**Contacts:**

**DANIEL A. KAUFMAN**  
HFF Director  
(312) 528-3650  
dkaufman@hfflp.com

**AMY L. SANDS**  
HFF Associate Director  
(312) 528-3650  
asands@hfflp.com

**KRISTEN M. MURPHY**  
HFF Associate Director, Marketing  
(713) 852-3500  
krmurphy@hfflp.com

**HFF named to market sale of Milwaukee, Wisconsin Pick ‘n Save grocery-anchored center CHICAGO, IL** – HFF announced today that it has been named to market the sale of East Pointe Marketplace, a 57,888-square-foot, Pick ‘n Save grocery-anchored shopping center in Milwaukee, Wisconsin.

HFF is marketing the property on behalf of the seller, a joint venture between Milwaukee based Northwestern Mutual and Mandel Group. The asset is listed without a formal asking price free and clear of existing debt.

East Pointe Marketplace is located at 605 East Lyon Street in downtown Milwaukee. The fully leased property is anchored by Pick ‘n Save, which is Milwaukee’s dominant grocer by market share. Additional tenants at the center include Starbucks, Einstein Bros. Bagels, Noodles & Co. and Five Guys.

The HFF investment sales team representing the seller is led by director Daniel Kaufman and associate director Amy Sands in the Chicago office, and senior managing directors Jim Batjer and Barry Brown in the firm’s Dallas office.

“Pick ‘n Save is Milwaukee’s absolute market dominant grocer with more than 45 percent market share,” said Kaufman. “The center has been institutionally owned and has been downtown Milwaukee’s dominant grocery anchored community center since completion.”

“East Pointe will command significant interest from the investor community given the center’s dominant positioning at the center of Milwaukee’s thriving downtown residential, student and daytime office population base,” added Sands.

-more-

## **HFF named to market sale of Milwaukee, Wisconsin Pick 'n Save grocery-anchored center**

### **Page Two**

The Northwestern Mutual Life Insurance Company – Milwaukee, WI (Northwestern Mutual) – among the "World's Most Admired" life insurance companies in 2012 according to FORTUNE® magazine – has helped clients achieve financial security for more than 155 years. As a mutual company with \$1.2 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: life insurance, long-term care insurance, disability insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; and Northwestern Long Term Care Insurance Company; and Russell Investments. [www.northwesternmutual.com](http://www.northwesternmutual.com)

Mandel Group, Inc. is a national award-winning builder and developer headquartered in Milwaukee. Founded in 1991, the group has transacted more than \$800 million of residential and commercial developments and acquisitions. It provides integrated real estate services with operations in development, construction and property management, and currently operates approximately 4,000 residential units. [www.mandelgroup.com](http://www.mandelgroup.com)

Holliday Fenoglio Fowler, LP (“HFF”) and HFF Securities LP (“HFFS”) are owned by HFF, Inc. (NYSE: HF). HFF operates out of 21 offices nationwide and is a leading provider of commercial real estate and capital markets services to the U.S. commercial real estate industry. HFF together with its affiliate HFFS offer clients a fully integrated national capital markets platform including debt placement, investment sales, advisory services, equity placement, loan sales, and commercial loan servicing. [www.hfflp.com](http://www.hfflp.com).

###