

# Striking a new tune

## Music database firm inks Pittsfield lease

BY PAULA GARDNER  
pgardner@bdwbiz.com

All Media Guide will move its offices from downtown Ann Arbor to Valley Ranch Business Park in Pittsfield Township, gaining room to expand the company that has the world's biggest entertainment database.

In one of the larger office leasing deals in Ann Arbor this year, All Media is leasing 33,600 square feet at Summit Office Center. That's a net gain in the area's office occupancy of 7,600 square feet, since the company is vacating 26,000 square feet over two floors at 301 E. Liberty St.

All Media employs about 150, and up to 15 new technical jobs will be created over the next year, said Randy Kuckuck, vice president of operations.

The company licenses its database of music, movies and video games to customers such as America Online, Barnes & Noble and other retailers who use the information on their websites to help sell and promote music and movies. The database includes lists of tracks on CDs, biographies of performers and reviews.

Kuckuck would not reveal annual sales totals, but said the company fulfills several large contracts each year. It is a privately owned part of Alliance Entertainment Corp. of Coral Springs, Fla.

"We don't have a lot of customers, but all of the major companies in the field are our customers," Kuckuck said.

One growing — and timely — area of the business comes from various applications using All Media's 300,000 fully digitized CDs, such as digital fingerprinting so that song-licensing companies learn what tracks are being illegally downloaded.

Mike Giraud of Swisher Commercial represented All Media in the transaction, and he'll lease the downtown space the company vacates.

"I think it's a good sign," he said, considering that most area leases in 2003 have been less than 10,000 square feet.

The deal also is significant because it takes some spec space off of the market. All Media moves into a building completed about two years ago by the Thomas B. McMullen Co., said leasing manager Randy Maas.

All Media joins the National Kidney Foundation, Washtenaw Mortgage Co. and Service Brands International Inc. — the franchisor of Molly Maid, Mr. Handyman, 1-800-DryClean.com and Certified Restoration Drycleaning — in Valley Ranch.

"This is the biggest deal we've done in two years," Maas said. "Anything like this does show some reason for optimism in the market."

Yet the move leaves vacant office space in the city's soft leasing arena, and Giraud cautioned that many local deals involve companies moving and expanding, rather than new tenants entering the area. The biggest example is the ABN



ROBERT RAMEY

All Media's Randy Kuckuck (center), with Michael Giraud (left) and Randy Maas.

AMRO Mortgage, which will put the company into 255,000 square feet in Avis Farms South but leaves 110,000 square feet for lease in the 777 Building on Eisenhower Parkway.

All Media's vacated space is on the fourth and fifth floors of the seven-story, 77,000-square-foot building at East Liberty and South Fifth Avenue that was built in 1986.

The property recently was refinanced for \$8.25 million by Nomura Credit & Capital.

All Media's departure takes the building's occupancy to about 60 percent. However, Giraud said he's received several calls on the property and has conducted some showings.

All Media's space features a balcony on the fifth floor and

some underground parking. The asking rate is \$23.50 per square foot plus suite electric.

Meanwhile, All Media has hired Ann Arbor-based architects Hobbs & Black to design its new interior, and the McMullen construction division will complete the buildout. In addition to the downtown offices, an archive operation on Jackson Road will move to All Media's new offices when they open near Jan. 1.

"The move is important because we feel we'll be much more of a unified company," Kuckuck said.

*Paula Gardner covers real estate for Business Direct Weekly.*