

## The Media is the Message for Major Brokerage

*Royal LePage Commercial Inc. launches specialty practice group for the media, entertainment and communications industries*

**Toronto, November 23, 2004** - Royal LePage Commercial Inc., Canada's largest full-service commercial real estate firm, has established a specialty practice group aimed at meeting the unique needs of the media, entertainment and communications industries. **Luke Dalinda**, who has been named the new practice group's sales representative, has worked with some of the biggest names in media, entertainment and communications. He will be based in the company's downtown Toronto office.

"Commercial real estate is not a one-size-fits-all service," commented **Colum Bastable**, Royal LePage Commercial President and CEO. "The media, entertainment and communications market has its own set of real estate needs and complexities that requires the attention of a dedicated team."

"There is no question that this market is gathering strength and has its own unique set of real estate needs," added **Paul Morse**, Senior Vice President & General Manager of Office Leasing, Royal LePage Commercial. "We are delighted to add a discipline aimed at researching and helping companies in this specialized area and develop real estate strategies that complement their business goals and objectives."

The sector includes television and radio stations, music companies, film studios and production houses, which, as Dalinda says, can grow quickly and have immediate needs. "One of our strengths is that our team is ready to move at the speed of need to get the deal done," he says.

Together, Royal LePage and its global affiliate, Cushman & Wakefield, have a dominant presence in every major media, entertainment and communications market in North America. In fact, they are the only brokerages to have a specialty practice group dedicated solely to meeting the unique needs of this market.

Says Dalinda, "Not only do we have an understanding of the space needs of companies in this area, but also our collaborative team of local market specialists in Canada and in the U.S. provides clients with global reach and local depth. In this sector, information and inside market intelligence can turn uncertainty into opportunity."

In his previous position with another major commercial brokerage, Dalinda had spent two years working exclusively in the media, entertainment and communications industries, and, for his efforts, he had been recognized as a Rookie of the Year (Downtown Toronto market). Dalinda has listed, mandated or leased over 320,000 square feet. In addition, Luke Dalinda has been an award-winning residential agent with Royal LePage, and he has worked as a TV and music producer/writer for major film, TV and music companies.

Royal LePage has targeted late January 2005 as the launch date for the website of this group, which will be located at [www.royalpage.com/mec](http://www.royalpage.com/mec).

### **FOR MORE INFORMATION, PLEASE CONTACT:**

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