

Softball Fans Increase Traffic at Midlink Business Park

People are playing ball at the park--scores of people, who are generating significant sales for the equipment retailer.

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And that's a home run, not only for Softball Fans, Inc., but for the park's other retail tenants who can leverage even higher traffic counts, now that the softball and hardball equipment supplier is in the game. A record-breaking case in point--the company's January grand opening event, alone, drew approximately 2,500 customers to the new location.

"Hitting cages, pitching lanes, vendor demos, plus on-going scrimmages held throughout the day, were big attractions," says Bryan Knoll, the founder of Softball Fans. "Our new concept is catching on."

The new concept was to expand the company's online business by bringing, under one roof, 33,600 square feet of retail space and 19,000 square feet of indoor training facilities. The training facilities, which house both pitching and batting cages, in addition to a full practice infield, are intended to provide area universities and amateur teams with a world class, off-season indoor practice and training facility. Softball Fans is also offering its facilities and trainers to both individuals and recruitment camps.

"We're also catering to kids," said Knoll. That's apparently good news, because while the kids are playing at the site, their parents are shopping. And business is definitely up. Between its retail space and online site, softball fans offers more than 10,000 skus, and ships worldwide on a daily basis.

"Our January numbers represented a significant increase in sales," Knoll continued. "Plus we look forward to a big spring with tournaments already scheduled throughout the season, and more and more bookings coming in everyday."

Softball Fans occupies 24,000 square feet at Midlink West where it also houses the company's corporate offices, warehousing and fulfillment operations. As Softball Fans has discovered, the park's location at I-94 and Sprinkle Road is ideal for retailers who depend on high daily traffic counts for business. Midlink Business Park offers a captive customer base of more than 500 park employees. In addition, more than 115,000 vehicles drive past the park every day (74,000 on I-94 and 41,000 on Sprinkle Road). Retailers also benefit from the guests registered at more than 950 hotel and motel rooms at the Midlink exit, and at the new Candlewood Suites hotel located in Midlink's 16-acre Retail Center, as well as the 500,000 annual visitors to the Wings Stadium across the street.

MORE ABOUT SOFTBALL FANS

<http://www.softballfans.com>

Incorporated in 2004, Softball Fans, Inc. is the leading online retailer of baseball, fastpitch and slowpitch equipment. The company specializes in high-end gear from such top brands at Nike, Easton, Mizuno, Nokona, Rawlings and others.

MORE ABOUT MIDLINK BUSINESS PARK

<http://www.midlink.com>

Located midway between Chicago and Detroit, Midlink Business Park is a world-class 340-acre development that offers a 110-acre Renaissance Zone, two state-of-the-art multi-tenant industrial buildings totaling more than 1.6 million square feet and, under development, 88-acres of industrial, a 16-acre retail center and 38-acre office campus. The original site was renovated and repurposed after Hackman Capital purchased the property in 1999.

For information about leasing space at Midlink, contact Signature Leasing Team directly:

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MORE ABOUT HACKMAN CAPITAL

<http://www.hackmancapital.com>

Hackman Capital specializes in the acquisition, management, redevelopment and adaptive re-use of industrial and office real estate. Founded in 1986, Hackman Capital successfully acquired or developed more than one billion dollars of property on behalf of the company, its affiliates, various investment funds and institutional clients. The company manages all aspects of the real estate process, from acquisition through asset management and disposition. It offers services including property and asset management, construction management, marketing and leasing, finance and administrative functions, legal, compliance and investor relations. Hackman Capital currently manages buildings totaling more than 16 million square feet, including 56 buildings and 750 acres of developable land. The company is based in Los Angeles, California.

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Interior view of Softball Fans at Midlink Business Park

“Midlink Business Park's location at I-94 and Sprinkle Road is ideal for retailers who depend on high daily traffic counts for business.”

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