

## Midlink Business Park Hits Home Run

Softball Fans, Inc. Leases 34,000 Square Feet at Midlink West

Comstock Township, MI (Vocus) November 21, 2010

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Midlink Business Park welcomes Bryan Knoll and his company, Softball Fans, Inc., to its dynamic, mixed-use business park. The privately-held softball and hardball equipment supplier, who is one of the leading on-line suppliers in the country, has leased approximately 34,000 square feet at Midlink West to facilitate its growing business.

Softball Fans is bringing to Midlink—all under one roof—3,500 square feet of retail space and 19,000 square feet of indoor training facilities, as well as their corporate offices, warehousing and fulfillment teams. The training facility, which will house both pitching and batting cages, in addition to a full practice infield, will provide area universities and amateur teams with a world class, off-season indoor practice and training facility. Softball Fans also will offer its facilities and trainers to both individuals and recruitment camps.

Softball Fans, Inc. offers more than 10,000 SKUs and ships worldwide on a daily basis. Softball Fans, Inc. sells through a variety of channels including three web sites, Amazon, eBay, Google as well as their retail storefront. "We researched a new location for our business very thoroughly and Midlink was our clear choice," said Knoll. "West Michigan has needed a quality facility for some time, and, together with our retail offering we should be able to fully serve all avid baseball and softball players in this area."

"Midlink is pleased to be able to provide a fully financed and turn keyed expansion for Bryan's business," said David Smith, President of Midlink Business Park. "We are very excited to have Softball Fans here, and look forward to the contribution it will make to our growing retail business. Softball Fans will certainly bring added retail traffic into the park."

Thanks go to both Dane Davis of CB Richard Ellis | Bradley who represented Softball Fans and Marc Tourangeau of Signature Associates who represented Midlink Business Park.

About [Midlink Business Park](#)  
<http://www.midlink.com>

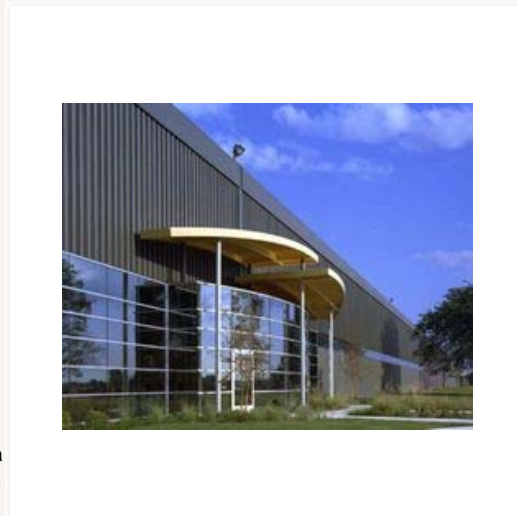
Located midway between Chicago and Detroit at I-94 and Sprinkle Road, Midlink Business Park is a world-class development that offers two, state-of-the-art, multi-tenant industrial buildings totaling more than 1.6 million SF. Also available is an 88-acre, build-to-suit industrial zone designed for single- and multi-tenant use. Plans for the development include an additional 38-acre office campus and 41-acre retail area. The original 340-acre site was renovated and repurposed after Hackman Capital Partners purchased the property in 1999.

About [Softball Fans, Inc](#)  
<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 as Nike, Easton, Mizuno, Nokona, Rawlings and others.

About [Signature Associates](#)  
<http://www.signatureassociates.com>

With offices in Southfield, Lansing, Grand Rapids, Muskegon, Kalamazoo, Michigan and Toledo, Ohio, Signature Associates is the region's leading commercial real estate firm. Signature Associates provides a diversity of services, including industrial, office and retail brokerage, investment sales, property/asset management, market research, mortgage banking and advisory services. Signature has been the exclusive leasing agent for Midlink since May, 2007.



Midlink Business Park front entrance

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### Attachments



Midlink Business Park aerial photo



Midlink Business Park interior

Media Information

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For Midlink leasing information or tours, please contact Ted Vliek at Signature Associates at 269-385-2000.

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