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NBCUNIVERSAL— TELEMUNDO INTERNATIONAL SELECTS 2555 PONCE AS NEW HEADQUARTERS FOR LATIN AMERICAN BUSINESS OPERATIONS

CORAL GABLES, Fla. (March 18, 2013)- Hines, the leasing and property manager of 2555 Ponce in Coral Gables, announced today that NBCUniversal–Telemundo International has signed a long-term lease for more than 18,000 square feet, the full fourth floor, of the six-story LEED Silver® office building. . The company is planning to move its international offices into the 95,161-square-foot building by 3/18/13.

Hines represented ownership, and Dianna Parker and Maggie Kurtz of CBRE represented NBCUniversal–Telemundo in the transaction

Hines’ management team worked with the blue-chip multi-national media firm to accommodate their technical requirements, and collectively crafted creative solutions for satellite dishes, redundant HVAC systems and audio-visual equipment. NBCUniversal–Telemundo cited the building’s unparalleled location and value relative to other buildings in the market as the as the determining factors in their decision.

“We are proud to announce our relationship with NBCUniversal–Telemundo and welcome them to 2555 Ponce,” stated Gonzalo Cortabarría, managing director at, Hines. “We recognize that the market offers well-capitalized international tenants, like NBCUniversal–Telemundo, a variety of opportunities. Their decision to relocate to our building serves to underscore the value proposition 2555 Ponce offers, and illustrates our team’s commitment to accommodate a tenant’s needs, and work diligently to forge long-lasting mutually beneficial relationships.”

2555 Ponce has raised continuous interest from media companies in recent years. The building also houses the operations of IVC Television and La Actualidad, a Spanish AM radio station.

Originally built in 1957 and later expanded in 1977, 2555 Ponce once served as the data processing headquarters for Florida First Credit Union. The building is in the midst of completing a \$2.1 million capital improvement program that includes installing new energy-efficient windows, and upgrading the lobby and other common areas with Class A finishes.

Situated two blocks south of Miracle Mile at the intersection of Ponce de Leon Boulevard and Valencia Avenue, 2555 Ponce is located in the heart of Coral Gables. New and existing amenities include Wells Fargo, Fleming’s steakhouse, Sacha’s café and deli, a courtyard with complimentary WiFi, onsite carwash, courier dry cleaning service, conference facilities and a newly renovated executive fitness center. For leasing inquiries, contact Jorge Barbontin at (305) 444-8900 or visit www.2555PonceDeLeon.com.

Hines is a privately owned real estate firm involved in real estate investment, development and property management worldwide. The firm's historical and current portfolio of projects that are underway, completed, acquired and managed includes 1,208 properties representing more than 488 million square feet of office, residential, mixed-use, industrial, hotel, medical and sports facilities, as well as large, master-planned communities and land developments. Currently, Hines manages 379 properties totaling 137 million square feet, which includes 66 million square feet for third parties. With offices in 104 cities in 18 countries, and controlled assets valued at approximately \$23.8 billion, Hines is one of the largest real estate organizations in the world. Hines is also a world leader in sustainable real estate strategies, with extensive experience in LEED®, ENERGY STAR®, BREEAM, Haute Qualité Environnementale and DGNB green building rating systems. Visit www.hines.com for more information.

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