



THE KEITH CORPORATION

**FOR IMMEDIATE RELEASE**

**Millsport Leases Space in West Winds Business Park**

Charlotte, N.C. (September 13, 2005) – Millsport, LLC., has leased 8,251 square feet in 7575 West Winds Boulevard, a 40,000 square foot multi-tenant flex/industrial building in the West Winds Business Park in Concord, North Carolina.

Millsport, a division of Dallas-based The Marketing Arm, is a sports marketing and sponsorship consultancy that matches client brand visions with sports, events and marketing properties to create emotional ties between consumers and brands.

The Concord office will house Millsport's fast-growing motorsports practice, which is relocating from a space it has occupied in Harrisburg, North Carolina, since 2001, and claims Tylenol, Pizza Hut, Sunoco, Office Depot, Waste Management, XM Satellite Radio and Frito-Lay among its NASCAR clients.

Mike Bartelli, Millsport's Senior Vice President, Motorsports, stated that "the time was right to build out our own, larger space that was better suited to our needs. The West Winds location and surrounding area has become a hot bed for NASCAR-related businesses and we're excited to become its newest resident."

Norman Walters of The Keith Corporation represented the owner of the facility. John Cashion of Colliers Pinkard represented Millsport.

The Keith Corporation is a full service commercial real estate firm headquartered in Charlotte, North Carolina. They specialize in build to suit and business park development, property management, tenant representation, general brokerage, and real estate investments.

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