

FOR IMMEDIATE RELEASE
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Anthony & Co. and Interactive Holdings Strike Unique Real Estate Deal for New RTP Headquarters

DURHAM, NC- Locally based Interactive Holdings, LLC (Interactive) has decided to begin building company and employee ownership equity by owning the facility in which it operates. Interactive owns Durham based Presentation Strategies[®] (PStrat) and Cary based Pharmaceutical Strategic Initiatives[®] (PSI). For help navigating the commercial real estate waters, Interactive turned to Jim Anthony, founder of the commercial real estate service company Anthony & Co. The two companies recently closed a uniquely-structured deal on 10 Laboratory Drive—an RTP property owned by the Motor Equipment Manufacturers Association (MEMA). Both PStrat and PSI will move their operations to the Laboratory Drive property in December.

The \$7.8 Million project has been structured so that the 12-acre property will be owned by United Properties, LLC, which consists of Anthony, Tom Darden and the employees of Interactive. “The end result of this unique real estate transaction is that Interactive and its employee owners will own an initial interest in the property with no cash investment, and will have the opportunity in a few years to buy out the other partners and own the entire campus.” said Robert Befus, CEO of Interactive. “Jim Anthony saw our commitment to shared ownership and put together this truly unique opportunity.”

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Regarding the deal, Anthony said, “Tom and I are looking forward to partnering with Bob and the entire PStrat and PSI teams. This deal perfectly illustrates our mission to help our customers grow their businesses, to create income and wealth and make a positive impact in the community.”

Earlier this year, Anthony showed Befus the property, which features two 26,000 sq. ft. buildings. MEMA will lease one of the buildings from United Properties, LLC and PStrat and PSI will base their operations in the other.

“These are beautiful Class A buildings, located on land in a wooded RTP setting that’s secluded and great for creativity,” explained Anthony. “It’s a bucolic environment for high productivity.”

About Anthony & Co

Founded in 1956, Anthony & Co. is the oldest and most experienced commercial real estate service company in Eastern North Carolina. With offices in Raleigh, Durham, Atlanta and New York, they are recognized as the "consummate insiders" by corporate, institutional, and individual clients alike. For more information about Anthony & Co., contact Karen Christy at 919.832.1110 or visit www.aacre.com.

About Presentation Strategies Inc.

Presentation Strategies Inc. (PStrat) provides a comprehensive portfolio of digital marketing, training and technology solutions to Fortune 500 companies and the bio/pharmaceutical industries. For more information about PStrat, contact Meredith McGurn at 919.767-9400 or visit www.pstrat.com.

About Pharmaceutical Strategic Initiatives, LLC

Founded in 1988 by Charles Carter, PharmD, MBA. Pharmaceutical Strategic Initiatives (PSI) provides strategic marketing consultation and content development services to the pharmaceutical industry. For more information about PSI, contact Yulanda Wilson at 919.314.1380 or visit www.psillc.com.