

Tough Trial Lawyers *and* Minnesota Nice?

Law Firm Manages to Be Both

It's not unusual for a law firm to display original artwork. After all, the pieces lend a certain flair or cachet to the space. Lind, Jensen, Sullivan & Peterson has its original sculptures and paintings, too. But it's a wall of framed works of the finger-painting kind labeled, "Artists varied. (Parents proud.)," that may give you the most insight into the personality of this particular law firm.



Paul Peterson

"We're known as nice people," says Paul Peterson, a partner in the practice. "We play within the rules and try to treat people fairly." But that does not mean the lawyers of LJS&P do not assert themselves—aggressively, when needed—on behalf of their clients. Ted Sullivan, another partner in the firm says it another way: "We're enjoyable people to work with, but we're successful trial lawyers. In short, we're tough at trial without being jerks."

As defense attorneys, the LJS&P staff protects the interests of clients who are sued or otherwise entangled in a dispute. LJS&P's clients range from individuals to multinational corporations involved in legal matters in upper Midwest jurisdictions. The practice focuses on civil trial law and emphasizes trials, appeals and all aspects of alternative dispute resolution to address clients' legal matters.

Founded by a group of lawyers who met early in their careers, LJS&P attor-



Ted Sullivan

neys grew up and were educated in the region. A down-to-earth Midwestern sensibility reveals itself in a no-nonsense, measured and thoughtful approach to tackling the disputes the firm's clients face.

One of the firm's key services is educating clients on potential liabilities and risks in an effort to help them avoid disputes in the first place. Disagreements in business inevitably arise, however, so then mediation through alternative dispute resolution may be an initial step in attempting to address the matter.

Mediation can be a friendlier, less expensive approach than trials, says Peterson. "We aim to serve the client's best interest. Mediation can be less costly and adversarial, and more private—the proceedings help preserve confidentiality, which differs from what may happen in a trial situation."

Sullivan underscores the growing role of mediation in settling disputes.

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Fifth Street Towers Retail & Services

Ames 1 Hour Photo Finish Skyway Level

7:30 a.m. to 5:30 p.m.
612.333.5665

Fifth Street Detail Car Wash 150 Parking Garage

8:00 a.m. to 3:00 p.m.
612.630.0064

Imperial Parking 150 Tower — 3rd Floor

612.341.8000

Mail and Express Delivery Area

First Floor Service Corridor

- Drop boxes for Airborne Express, Express Mail, FedEx and UPS
- U.S. Post Office Mail Room

Marshall Bank, N.A. 150 Tower — 29th Floor

8:30 a.m. to 4:30 p.m.
612.376.1400

Minneapolis Cosmetic & Restorative Dentistry 150 Tower — 14th Floor

Lorrie K. Hodd-McNeil, D.D.S.
8:00 a.m. to 4:30 p.m.
612.338.3242

Park Café Skyway Level

6:30 a.m. to 4:00 p.m.
612.349.5700

TCF Bank Skyway Level

7:30 a.m. to 5:15 p.m.
612.339.1391

Towers Convenience Skyway Level

7:00 a.m. to 5:00 p.m.
612.341.4449

Building Update

The Latest News at the Tower

100 Tower Activity

ING Clarion Realty Services is proud to welcome Voyageur Asset Management Inc. to 100 South Fifth Street. Voyageur Asset Management is a wholly owned subsidiary of RBC Dain Rauscher. The 20-year-old firm provides investment advisor and asset management services to individuals, public entities, Taft-Hartley plans, corporations, private nonprofits, foundations, endowments and healthcare organizations across the United States and Canada, with current assets under management of more than \$22 billion.

We are also pleased to announce that the law firm of Leonard, O'Brien, Spencer, Gale and Sayre, Ltd. has expanded and relocated its practice to Suite 2500 in the 100 Tower. The firm has been a tenant at Fifth Street Towers since 1992.

Web-based Tenant Services Program a Success

Thank you for your enthusiastic support and use of our web-based tenant service request program. The program helps us deliver faster and more efficient service for tenants. It also helps us track and analyze information in an effort to reduce operating expenses. Since introducing the program in the fall of 2002, more than 5,000 service requests have been successfully addressed.

2004 Summer Holidays

Fifth Street Towers will be closed to observe the following holidays in 2004: Memorial Day, Monday, May 31, Independence Day, Monday, July 5 and Labor Day, Monday, September 6.

For additional information, contact Tenant Services at 612.336.4400 or www.fifthstreettowers.com.

Lind, Jensen, Sullivan & Peterson [Continued from page 1]

"Mediation has become almost a pre-requisite to going to trial," he says. "The costs of trials are driving people to find resolution, using trial as a last resort."

But LJS&P is certainly not afraid to go to trial. The firm's extensive trial experience, coupled with a business perspective, brings clients through the doors. "A lot of non-litigation law firms refer clients to us for trial work," according to Sullivan. "We're known as experienced trial lawyers who move litigation forward expeditiously without a great deal of unnecessary expense. We think like business owners—we know how to be very efficient and cut to the chase. Clients don't need a bunch of expensive gobbledeyook."

The firm has represented many

well-known companies in a variety of industries: the St. Paul Companies, Ford Motor Co., Allina Health System, the University of Minnesota, Fairview Health Services and Securitas, the world's largest security services company with more than 200,000 employees. LJS&P also represents individuals, such as physicians and attorneys, who may become involved in professional liability suits. Other areas of expertise include insurance, employment, environmental, product liability and real estate law.

The firm's staff of 40, including 16 attorneys, is headquartered in Minneapolis, and in addition to Minnesota, its lawyers also work in Wisconsin, North Dakota and Illinois.

Lind, Jensen, Sullivan & Peterson is located in Suite 1700 of the 150 Tower.

Interep is a Major Player in Radio

You Don't Hear Them, But You Know Their Work

If you've heard an advertisement on the radio recently, there's a good chance that Interep had a hand in getting it on the air. Interep is the nation's largest independent advertising, sales and marketing company specializing primarily in radio. The company has 17 offices and more than 300 employees nationwide, six of whom work in the company's Minneapolis office.

Although Interep provides a broad range of services, the Twin Cities office specializes in selling radio airtime for the advertisements that ad agencies create on behalf of their clients. The company helps ad agencies identify the right radio stations to reach potential buyers of an advertiser's product or services. For example, young adults are more inclined to listen to an alternative rock station than older people. So, if you're an advertiser selling the latest sneakers or cool apparel, you'll want to advertise on alt-rock stations that appeal to your target audience. Interep finds the stations in the cities the advertiser wants to reach, then buys airtime on behalf of the ad agency.

In the Twin Cities, Interep represents well-known agencies including Campbell Mithun, Martin Williams, Fallon, Carmichael Lynch and Periscope. Interep places ads in multiple cities on behalf of companies who have a presence across the country, such as Target, Great Clips, Polaris, Buffalo Wild Wings restaurants, State Farm Insurance and United Airlines. In fact, Interep's clients reach 72% of the U.S. population.



Interep staff (L to R): Jonathan Stimes, Kate Miller, Amy Joscher, Kelly Campbell, John Larkin, Shayla Schaefer.

Both ad agencies and radio stations benefit from the services Interep offers, says Amy Joscher, a director of sales for the company. "We can save the ad agencies a lot of time and money because we do the job that they'd otherwise have to hire many people to do." Using Interep, one person handles buying airtime from many stations so the ad agency doesn't have to deal with a different person from each station.

Interep helps radio stations by providing access to the advertising dollars of big companies—funds they likely could not obtain on their own. Interep also touts the benefits of client radio stations to ad agencies.

"Knowing both sides—the agencies and the stations—and having strong relationships in each makes for smoother transactions," says Kelly Campbell, of Interep's network sales. And because the company focuses on radio almost exclusively, its employees are able to immerse themselves in the medium and its affects on clients.

"Relationships will become even more important with further consolidation and competitiveness among stations," says Campbell. "We help clients navigate this changing mix of radio and sort out how to best make it work for them." Interep is also following other trends, such as the growth in ethnic-format stations and Internet usage, to gauge opportunities for advertisers.

Both Joscher and Campbell say that radio will continue to grow. Overall, radio is increasing its share of the advertising pie, up from 6.6% of total ad spending in 1992 to 8.3% in 2000. "Lots of advertisers are looking for unique ways to break through the clutter," says Campbell. "Good, creative spots on the radio really help them stand out." And Interep will be there to help them get on the right stations at the right times.

Interep is located in Suite 375 of the 100 Tower.

Manager's Memo

Tom Heimer, General Manager

Growth in and Around Fifth Street Towers

"How's business?" That's a question we frequently ask tenants, and they in turn ask us. So, here's a quick update on the leasing activity in Fifth Street Towers and happenings in the "New North" neighborhood surrounding the buildings.

While the Minneapolis/St. Paul commercial real estate market was slow to recover from the recent economic downturn, Fifth Street Towers generated 39,000 square feet of new leases in 2003. New tenants include Chubb Insurance, the law firm of Dicke Billig & Czaja and the advertising and public relations agency, Russell & Herder.

We're also always excited to help existing tenants find new space as their operations grow. In 2003, renewals and expansions by existing tenants totaled nearly 225,000 square feet out of the roughly one million square feet of space the Towers offer. These transactions helped Fifth Street Towers achieve 90 percent occupancy as of year-end 2003.

We hope to see more new faces at the property in the coming year, including tenants who are drawn by the growing vibrancy of the riverfront and nearby areas.

A new addition to the neighborhood is the Hiawatha Light Rail Transit (LRT), which is scheduled to begin service in 2004. When finished, the LRT line will make travel to and from the airport and other destinations easy for your employees and visitors. Plenty of new restaurants, shops, housing and entertainment venues continue to appear in the area. Last September, the new Guthrie Theater broke ground, and the Mill City Museum opened. And new condos, townhomes and apartment buildings are being built on both sides of the river—all within a few minutes of Fifth Street Towers.

Our neighborhood will continue to grow, and we look forward to growing with it. If you have expansion needs within the Towers, or know someone who needs a great new location for their workspace, contact us at 612.336.4400.



Main Number		612.336.4400
Fax Number		612.349.3768
Security (Emergency 24-Hour)		612.349.3766
General Manager	Tom Heimer	612.313.7424
Assistant General Manager	Chris Linssen	612.313.7433
Leasing Manager	Tim Ducharme	612.313.7412
Tenant Services Coordinator	Priscilla Seelye	612.313.7437
Receptionist	Staci Hessler	612.313.7410
Accountant	Calli Pederson	612.313.7421
Property Administrator	Sig Clausnitzer	612.313.7411
Chief Engineer	Hal Kordovsky	612.313.7426
Assistant Chief Engineer	John Skogstad	612.313.7428



Fifth Street Forum is a publication of Fifth Street Towers.

If you have comments or questions, please contact Tenant Services at 612.336.4400 or visit our website at www.fifthstreettowers.com.

Tenant Updates

Lease Anniversaries

100 Tower

February

Disciplined Growth Investors
Wells Fargo Home Mortgage

March

Chubb
Dicke Billig & Czaja
LexisNexis

April

Leonard, O'Brien, Spencer, Gale
& Sayre
RBC Dain Rauscher

150 Tower

January

Cornerstone Capital Management
Imperial Parking
Mackenzie & Dornik
Messerli & Kramer
Qwest
Stonehill Group

March

Bowman and Brooke
Dr. Lorrie Hodd-McNeil
Olson & Breckner
Wells Fargo Card Services

April

Lind, Jensen, Sullivan & Peterson

Lease Renewals

100 Tower

Disciplined Growth Investors
LexisNexis

Expansions

100 Tower

Leonard, O'Brien, Spencer, Gale
& Sayre
LexisNexis
RBC Dain Rauscher

150 Tower

Bowman and Brooke
Aafedt, Forde, Gray, Monson &
Hager
Lind, Jensen, Sullivan & Peterson