
NEWS RELEASE

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LEVIN MANAGEMENT PROMOTES SIEVWRIGHT TO ASSISTANT VP, MARKETING *Enhanced Online Presence, Updated Branding Among Short-Term Goals*

NORTH PLAINFIELD, N.J., July 16, 2013 – Melissa Sievwright has been named Assistant Vice President of Marketing at [Levin Management](http://www.levinmanagement.com), announced Matthew K. Harding, President of the North Plainfield-based retail real estate services firm. The Garwood, N.J., resident joined Levin Management as Associate Marketing Director in 2010. This marks her third promotion with the company in less than three years.

With a background in graphic design and marketing, Sievwright previously served as Levin Management's Director of Marketing, heading corporate branding efforts, implementing promotional campaigns for select client properties, and supporting the firm's leasing team in marketing vacancies within the company's 90-property, 12.5 million-square-foot shopping center portfolio.

In her new position, Sievwright has taken on a management role as well, and will increase her focus on corporate branding. Her short-term goals involve enhancing the company's online presence and updating its look, beginning with a new website and logo.

"Levin Management celebrated its 60th anniversary in 2012," she said. "We are a large company with a great deal of history and experience. At the same time, just as online marketing is evolving at lightning speed, the commercial real estate world is becoming increasingly tech savvy. My goal is to help our firm more fully embrace some of the resulting opportunities and project an image that marries our rich traditions with our modern approach."

Siewwright added that this is a particularly exciting time to be involved in the marketing arena. "Over the past couple of years, social media platforms like Facebook and Twitter came out of nowhere to become increasingly important vehicles for both the retail real estate and retail industries," she said. "E-marketing as a whole has taken off as a vital part of the mix. It will be interesting to see how things will shift and change over the next year or two."

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According to Harding, Sievwright's enthusiasm and willingness to embrace change are among the qualities that led to her rapid elevation at Levin Management. "Melissa has a great sense for marketing, and she is eager to position Levin in a way that showcases our past success, current progress and promising future," he said. "This has earned her great respect from our in-house team as well as our client base. Her latest promotion is well-deserved."

Levin Management is one of the nation's leading retail real estate services firms, with a strong focus in the northeastern United States and an owner's approach to the business. Today, the company offers a full range of services for a diverse portfolio of neighborhood, community, lifestyle and power centers, as well as enclosed malls, downtown stores and mixed-use projects in New Jersey, New York, Pennsylvania, Virginia, and North Carolina. Levin specializes in repositioning, retenanting and renovating retail properties – areas that have become particularly vital for today's institutional, fiduciary and individual property owners.

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