

# BUSINESS



Details in markets, C4

THE PLAIN DEALER

## Business Diary

Tuesday, September 19, 2006

### TELECOM

Cleveland HQ of AT&T for sale

AT&T Inc. is shopping for a buyer for its 16-story headquarters in downtown Cleveland, but the telecommunications giant said it plans to keep all of its 1,100 local employees there. The 464,000 square-foot building, at 45 Erieview Plaza and 1180 Lakeside Ave., has served as a hub for the region's largest telephone service since 1983. AT&T spokeswoman Kim Kowalski said AT&T is selling the building with intentions to lease the property with a minimum commitment of 10 years. Kowalski said the company is seeking the "sale/leaseback" option to manage its capital better.

### METALS

Brush to build onto existing Elmore site

Brush Wellman Inc. has selected its current plant site in Elmore, Ohio, as the location for its proposed \$40 million to \$60 million primary beryllium facility. Brush Wellman, which is a unit of Brush Engineered Materials Inc. in Cleveland, expects the new facility to create about 25 jobs in addition to the current 580 workers at the Elmore facility.

### OIL CHANGE

Lube Stop will add U-Haul dealerships

Lube Stop Inc., a Berea chain of quick-change oil stations, will add U-Haul dealerships to some of its stores as part of a new strategic partnership with the truck and van rental service. Rentals will be available at 14 area Lube Stops to start, with dealerships to be added to four other locations by year's end. Lube Stop operates 37 locations in Northeast Ohio. Financial terms of the deal were not disclosed.

### IRON ORE

Barron's article speculates on Cliffs

A Barron's article published Saturday calls iron ore producer Cleveland-Cliffs Inc. a possible takeover target. It cited the company's relatively low share price, which is about four times its estimated pre-tax cash flow for 2006. Robert Marcin of Defiance Asset Management values Cleveland-Cliffs stock at more than \$50 a share in the article. Another analyst offered a target price of \$48. The article said concern that Cleveland-Cliffs may pay too much for an acquisition is one reason for the company's weak stock price. The report also said a decline in steel and iron ore prices, which hasn't happened to this point, is a risk to the company. The article quoted Cleveland-Cliffs Chief Executive Officer Joe Carrabba as saying the company is not "shopping" itself. Cleveland-Cliffs shares rose \$2.31 on Monday to \$38.13 on the New York Stock Exchange.