



FOR IMMEDIATE RELEASE

GETTING INTO THE SPIRIT OF HALLOWEEN IN THE FASHION DISTRICT

New York, NY – October 23, 2012 - New Street Realty Advisors, LLC is pleased to announce that Spirit Halloween has leased 3,381 square feet of ground floor retail space for a pop-up store at 1407 Broadway. Built in 1952, 1407 Broadway is a 42-story, 1.1 million-square-foot office building located at the epicenter of the Fashion District. Spanning an entire city block, the building was designed by architecture firm Kahn and Jacobs and is considered one of Ely Jacques Kahn's great works.

Matthew Gorman and Joshua Gettler, Managing Partners at New Street Realty Advisors represented the landlord, The Lightstone Group, one of the largest privately held real estate companies in the United States.

The Spirit deal comes on the heels of Lightstone's long-term plan to reposition the building by bringing in upscale and quality tenants, both on the retail and office fronts. 1407 Broadway offers office tenants full-floors up to 42,000 square feet in the base of the building and tower floors up to 13,000 square feet. The building features 24-hour access, on-site security, banking, food service, on-site management and close proximity to Times Square, Herald Square, Grand Central Terminal, Penn Station, The Port Authority and numerous subway lines.

New Street Realty Advisors, LLC is a New York City based real estate brokerage firm with niche focuses on retail leasing and user/investment sales.

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