



FOR IMMEDIATE RELEASE

PIE FACE TAKES A BITE OUT OF THE FASHION DISTRICT

New York, NY – October 22, 2012 - New Street Realty Advisors, LLC is pleased to announce that Pie Face, an upscale bakery/café focused on selling gourmet savory pies and Australian roasted espresso coffee has signed a long-term lease for 1,378 square feet on the ground floor of 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. Robert Bonicoro of CB Richard Ellis represented Pie Face.

The Pie Face 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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