



FOR IMMEDIATE RELEASE

**NEW STREET REALTY ADVISORS SECURES NEW SPACE FOR
HALE & HEARTY AT 2284-2286 BROADWAY, NEW YORK, NY**

New York, NY – March 1, 2011- New Street Realty Advisors, LLC is pleased to announce the successful retail lease transaction between Hale & Hearty and Time Equities, Inc. in a long term lease at 2284-2286 Broadway on Manhattan's Upper West Side.

The space, situated on the east side of Broadway between West 82nd and West 83rd Streets comprises of 1,256 square feet on the ground floor and 800 square feet in the lower level.

After a long search effort spanning the Upper West Side, New Street Realty Advisors was able to secure a relocation site for Hale & Hearty, which operates a store just one block to the south, enabling the tenant to keep its loyal customer base. The Upper West Side, and particularly Broadway in the West 70's and West 80's, have always been a heavily trafficked and desirable location for retailers and home to popular establishments such as Zabar's, H & H Bagels, Harry's Shoes, Barnes & Noble, Game Stop and 5 Napkin Burger. Hale & Hearty is thrilled that it can remain a fixture in the market.

Joshua W. Gettler and Matthew J. Gorman, Managing Partners of New Street Realty Advisors, acted on behalf of Hale & Hearty. Ami Ziff and Scott Klatsky worked in-house for Landlord, Time Equities, Inc.

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

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