



FOR IMMEDIATE RELEASE

**NEW STREET REALTY ADVISORS SECURES NEW SPACE FOR
HALE & HEARTY SOUPS AT 286 MADISON AVENUE IN MANHATTAN**

New York, NY – September 10, 2009 - New Street Realty Advisors, LLC is pleased to announce the successful lease transaction between APF 286 Mad LLC, the owners of 286 Madison Avenue, New York, NY and Hale & Hearty Soups in a long term lease transaction. The space, situated on the north side of East 40th Street between Madison Avenue and Fifth Avenue, is comprised of a 1,500 square foot ground floor space with a 1,000 square foot lower level. Hale & Hearty will take occupancy of the space immediately and anticipates opening in the beginning of 2010.

Matthew J. Gorman and Joshua W. Gettler, Managing Partners of New Street Realty Advisors, acted on behalf of Hale & Hearty Soups and Jared Lack of Newmark Knight Frank acted on behalf of ownership.

Hale & Hearty Soups, with 23 locations in the New York area, was eager to enter into the heavily trafficked midtown neighborhood. The chain will continue to service its clientele with a wide range of homemade soups, salads and sandwiches.

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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