



FOR IMMEDIATE RELEASE

PRISCILLA OF BOSTON TO OPEN NEW BRIDAL BOUTIQUE IN GREENWICH, CT

New York, NY – March 1, 2011 - New Street Realty Advisors, LLC is pleased to announce the successful long term lease transaction between Wilcon Holdings, LLC, the owners of 289 Greenwich Avenue, Greenwich, CT and Priscilla of Boston, Inc. The subject space, which is 6,058 square feet, was formerly occupied by Best & Co. and is situated on the northeast corner of Greenwich Avenue and Bruce Place, in the heart of the Greenwich Downtown. Priscilla of Boston anticipates opening its latest bridal boutique in the winter of 2011. It is anticipated that the new store will staff between ten to twelve new employees.

Matthew J. Gorman and Joshua W. Gettler, Managing Partners of New Street Realty Advisors, acted on behalf of Priscilla of Boston. Cory Gubner and Dominick Musilli of RHYS Commercial represented the landlord.

According to Matthew Gorman, "In its decision to locate a new store along Greenwich Avenue, Priscilla of Boston is looking to service the needs of the high end bridal clientele in Fairfield County that currently has limited options in the market. The prestige of the Greenwich Avenue as the signature shopping destination in Fairfield County coupled with the prominence of 289 Greenwich Avenue offers a spectacular backdrop for Priscilla of Boston's newest flagship store."

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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