



FOR IMMEDIATE RELEASE

**NEW STREET REALTY ADVISORS SECURES LONG TERM LEASE FOR
HALE & HEARTY IN HUDSON SQUARE**

New York, NY – May 9, 2011- New Street Realty Advisors, LLC is pleased to announce the successful retail lease transaction at 350 Hudson Street, New York, NY between Hale & Hearty and landlord Trinity Real Estate. The building, located in the heart of Hudson Square, is located on the east side of Hudson Street between King Street and Charles Street.

Hale & Hearty has leased 1,800 sq ft on the ground floor and 600 sq ft in the lower level. The popular chain was eager to enter into the Hudson Square District, a neighborhood that has seen an influx of major office tenants enter into in recent years.

Joshua W. Gettler and Matthew J. Gorman, Managing Partners of New Street Realty Advisors, acted on behalf of Hale & Hearty. Peter Fontanetta, Assistant Vice President of Leasing at Trinity Real Estate, worked in-house on behalf of the landlord.

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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