



FOR IMMEDIATE RELEASE

PHYSICALMIND STUDIO STRETCHES INTO THE FLATIRON DISTRICT

New York, NY – October 17, 2011 - New Street Realty Advisors, LLC is pleased to announce the successful lease transaction between CeeCee Associates, LLC, the owners of 40 East 23rd Street, New York, New York and Physicalmind Studio for the entire 1,500 square foot third floor of the building.

Physicalmind Studio, an exercise and pilates studio, currently has one location on the Upper East Side at 1200 Lexington Avenue. Physicalmind will take occupancy of the space immediately and plans to open for class instruction this fall.

Matthew J. Gorman and Joshua W. Gettler, Managing Partners of New Street Realty Advisors, acted on behalf of ownership in securing the lease with Physical Mind Studio. Allan Gallaway of DJK Commercial Realty represented the tenant.

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

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