

1400 BROADWAY Tenant TALK

THE COMPLETE FASHION ENVIRONMENT

Vol. II, No. 2

Top Fashion Firms Flocking to 1400 Broadway

1400 Broadway has long been a destination for major fashion companies, and now even more of them are coming here.

Most recently, the momentum has escalated with the recent announcement that national retailer Kohl's Department Stores has elected to expand its New York City presence by leasing two full floors at 1400. In addition, three other leading fashion firms joined the 1400 tenant roster – Fruit of the Loom, Gildan and Williamson Dickies.



The leases by these prestigious companies are further evidence that 1400 Broadway is widely perceived as the leading apparel showroom property in New York City for nationally known brands.

Kohl's (NYSE: KSS), based in Menomonee Falls, Wis., is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products. Kohl's operates 1,059 stores in 49 states.

Headquartered in Bowling Green, Kentucky, Fruit of the Loom (Union Underwear Company, Inc) is one of the world's most trusted and revered brands

of apparel for the entire family. Fruit of the Loom's collections feature classic and contemporary styling with comfortable cotton fabrics and carefree cotton blends, and are available at retailers throughout the U.S., Canada and Mexico.

Gildan, which is based in Montreal, is the leading supplier of activewear for the screenprint channel in the U.S. and Canada. It is also a leading supplier to this market in Europe, and is establishing a growing presence in Mexico and the Asia-Pacific region.



Williamson Dickies, headquartered in Fort Worth, Texas, is the largest work-wear manufacturer in the world. The company's products are sold in all 50 states and on six continents, in such countries as South Africa, Australia, Russia, Chile, Japan, Iceland, Canada, Europe and Mexico.



In recent years, the leasing options for fashion firms in Manhattan have become more limited. That's why ownership has worked to solidify 1400's standing as the top choice for fashion firms in Manhattan.

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Financial Stability Underpins Success

One of the many reasons 1400 Broadway has attracted so many top-tier fashion firms is the long-term, strong financial track record of the building's ownership.

"The media has reported the problems many landlords face today, and new online databases track the performance of debt – indicating if an owner or building is on a watch list or with a special servicer in work-out. Brokers and tenants alike are avoiding existing and future risk by favoring landlords whose assets are conservatively leveraged, who have deep pockets, and have proven their ability to perform their obligations," says Anthony E. Malkin, president of W&H Properties, a portfolio of nine Manhattan Pre-War Trophy buildings, including 1400 Broadway.

"Brokers are much more comfortable bringing tenants to buildings where they know that the landlords have the fiscal strength to execute, maintain their buildings in top shape, and pay brokerage commissions promptly," he adds.

In particular, Mr. Malkin notes, tenants and their brokers are concerned about receiving quality maintenance and service from building ownership over the full term of their lease, which many of today's over-leveraged owners may be unable to do.

This is an especially pertinent concern in the fashion district, where several buildings that once catered to the industry are suffering major financial difficulties. By contrast, tenants at 1400 Broadway can rest assured that ownership will deliver on each and every promise, including the completion of our \$81 million upgrade.

In short, thanks to our financial stability, 1400 Broadway offers you the complete fashion environment not just today, but also tomorrow and the decades ahead. We look forward to sharing that future with you.

Profile in Leasing: Michael Frantz



Michael Frantz, director of Newmark Knight Frank and the leasing agent for 1400 Broadway, is a familiar face to tenants. For two years now, Michael has been securing high quality tenants to add to our existing roster, accommodating

the expansion and renewal needs of existing tenants, and helping to cement 1400 Broadway's status as the complete fashion environment and a best-in-class destination for fashion and apparel companies.

"For our tenants' sake, it's important to create a synergistic tenant mix," says Michael, who has specialized in the fashion district since the early 1990s. "Fashion companies that are in an appropriate showroom building have ample opportunity to enhance their business.

"Not all showroom buildings are alike," Mr. Frantz continues. "1400 Broadway is unique because it is nearing completion on an \$81 million upgrade program and because it has a financially stable ownership that delivers on its promises, along with an ever-more-impressive tenant roster. In short, it's best-in-class for the fashion sector."

He concludes: "I believe in the fashion industry, and I believe in showroom buildings. New York City is the fashion headquarters of the world. It's important to house the companies that make the fashion district what it is. That's why I'm so committed to positioning 1400 Broadway as the top destination for these companies."

If you'd like to speak to Michael about renewing or expanding your space, please call him at 212-372-2203 or email him at mfrantz@newmarkkf.com.

Spaces in the Spotlight

Two terrific full floors have become available in our building. The entire 32nd and 33rd floors (14,307 and 13,932 square feet, respectively, totaling 28,239 square feet), feature beautiful, newly-built showroom space. The space has contemporary finishes, including open exposed ceilings, concrete floors, glass and brass, along with great light and views on four sides – the Hudson River, the Empire State Building, and even the Statue of Liberty can be seen through 71 and 67 full height windows, respectively.

The layout provides for showroom, sales, design, executive office and storage space, and also contains two pantries, a large stainless steel kitchen and private restrooms.



It's hard enough to find available full floors in general in a great midtown building that's undergone a massive upgrade program, much less an upgrade costing \$81 million. But when you have the opportunity for full floors with great light and views – with a rare chance for a contiguous block of space – they're a real find.

Also, keep in mind that we also have several high-end pre-builts available immediately. These units, which are in move-in condition, have new ceilings, lighting and flooring, floor to ceiling glass sidelights, high-end finishes, and efficient space layouts.

For more information on the full floors or the pre-built units, please call Michael Frantz at 212-372-2203 or email him at mfrantz@newmarkkf.com.

Top Fashion... *Continued from front page*

And the fashion industry has responded enthusiastically. As a result, our tenant roster is filled with the best of the best. We extend a warm welcome to those that, along with Kohl's, Fruit of the Loom, Gildan and Williamson Dickies, leased space at 1400 Broadway.

Broadway Boulevard

The biggest neighborhood news in 2009 has been the wonderful pedestrian mall on Broadway from 59th Street to 33rd Street. This "Green Light for Midtown" is one of the most exciting



Pedestrian mall along Broadway

developments in the history of our neighborhood, featuring car-free pedestrian plazas up and down Broadway.

The initial construction phase of this project was finished by the city's Department of Transportation on August 17. Since then, the Department has been busy assessing what effect the ambitious project has had on mobility, safety and public life.

Stay tuned for more information on the project!

Available Space at 1400 Broadway

Below is a partial listing of space availabilities. For more information, please visit www.1400broadwayny.com or contact the leasing agent listed below.

Unit	S.F.
RETAIL: 101	2,781
RETAIL: 104	3,691
SUITE 302	10,706
SUITE 512	2,408
*SUITE 803	2,798
*SUITE 914	3,027
ENTIRE 11TH	35,182
SUITE 1415	2,638
SUITE 1601	4,617
SUITE 1704	3,159
SUITE 1705	12,939
SUITE 2201	7,023
*SUITE 2203	3,275
ENTIRE 30TH	15,088
ENTIRE 32ND	14,307
ENTIRE 33RD	13,392

**Pre-built units available for immediate occupancy*

Michael Frantz
212-372-2203
mfrantz@newmarkkf.com



www.whpropertiesny.com

Who's Who at 1400 BROADWAY

The on-site management office at 1400 Broadway prides itself on responsiveness. Contact any of the people below at any time if you have any questions or concerns

Leasing Agent: Michael Frantz, 212-372-2203, mfrantz@newmarkkf.com

Building Manager: James Burgess, 212-354-5675, jburgess@1400bway.com

Assistant Building Manager: Christopher Masotto, 212-354-5675, cmasotto@1400bway.com

Building Superintendent: Peppe Lahara, 212-354-5675, plahara@1400bway.com

Tenant Coordinator: Jessica Leon 212-354-5675, jleon@1400bway.com

Main phone number: (212) 354-5675

Building website: www.1400broadwayny.com

We look forward to hearing from you!