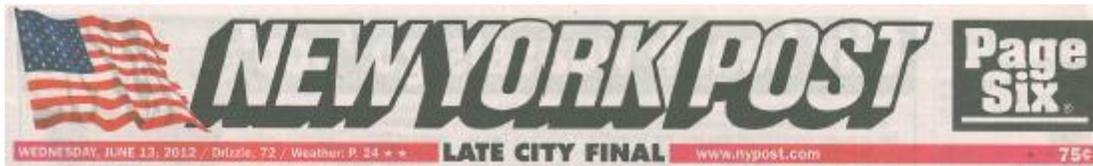




RUBENSTEIN PUBLIC RELATIONS, INC.



June 13, 2012

## POST FOCUS ON COMMERCIAL REAL ESTATE

Also downtown, in a direct deal, the brand strategy and communications design firm Addison signed a lease for 27,300 square feet representing the eighth and ninth floors of 48 Wall St., where it will move from 24,600 square feet at 20 Exchange Place. The asking rent was \$35 per square foot.

The 48 Wall tower also signed a 10-year renewal for the 8,000 square-foot 20th floor for the law firm Conway, Farrell, Curtin & Kelly, which is giving up the 19th floor and was represented by **Patrick Heeg** of Jones Lang LaSalle.

Building ownership, a venture of Swig Equities and MacDonald & Cie, were represented in both deals by **Jonathan Dean** of Swig, bringing the building to 90 percent occupancy.





# NEW YORK POST

June 13, 2012

\*

Also downtown, in a direct deal, the brand strategy and communications design firm Addison signed a lease for 27,300 square feet representing the eighth and ninth floors of 48 Wall St., where it will move from 24,600 square feet at 20 Exchange Place. The asking rent was \$35 per square foot.



**Lois Weiss**

---

## **BETWEEN THE BRICKS**

---

The 48 Wall tower also signed a 10-year renewal for the 8,000 square-foot 20th floor for the law firm Conway, Farrell, Curtin & Kelly, which is giving up the 19th floor and was represented by Patrick Heeg of Jones Lang LaSalle.

Building ownership, a venture of Swig Equities and MacDonald & Cie, were represented in both deals by Jonathan Dean of Swig, bringing the building to 90 percent occupancy.

-

LINK:[http://www.nypost.com/p/news/business/realestate/commercial/no\\_hotel\\_deal\\_for\\_durst\\_schrager\\_86H7tzLT2D58znllmsyRpM#ixzz1xgdL5kOk](http://www.nypost.com/p/news/business/realestate/commercial/no_hotel_deal_for_durst_schrager_86H7tzLT2D58znllmsyRpM#ixzz1xgdL5kOk)



# **REAL ESTATE WEEKLY**

---

June 13, 2012

## **New tenants bring 48 Wall occupancy to 90 percent**

Kent M. Swig just signed two deals at 48 Wall Street, a building the Swig Equities president says is meeting demand for media and communications firms riding the tail winds of media giant, Conde Nast as it prepares to move downtown.

“With Condé Nast locating to One World Trade Center, FiDi is evidencing strong growth in media, communications and publishing, and our landmark building, with state-of-the-art technology, clearly meets the needs of these growing industries,” said Swig.

In the past 12 months, Conde Nast signed a one million square foot lease at one World Trade Center and The Daily News and American Media Inc., which publishes The National Enquirer, Playboy and Men’s Fitness, signed on at 4 New York Plaza.

While experts have acknowledged that new product at the World Trade Center and big blocks scheduled to return to the market will create an excess of space downtown in the short term – and a sluggish economy will continue to dampen rents -, in its most recent focus of the market, Jones Lang LaSalle predicted good things.

In an analysis published last year, the company stated, “Despite the initial impact of an expanding inventory and moderate demand, the forecast for the Downtown market is bullish. By 2013, the vacancy rate is expected to commence a steady decline, the market will experience positive absorption and the gap between Downtown rental rates as compared to the Midtown market will close.”

At 48 Wall, Swig has managed to bring occupancy up to 90 percent with this week’s deals.

Addison, a brand strategy and communications design firm, signed a new lease for 27,300 s/f at the landmark building and will occupy the entire 8th and 9th floors.

Additionally, the law firm of Conway, Farrell, Curtin & Kelly P.C. renewed its lease for the entire 20th floor, occupying 8,800 s/f. With these new leases the building has now reached 90% occupancy.



48 Wall Street

According to Swig, Addison chose 48 Wall Street for its “prestigious address and its superior technology and amenities.”

“It’s a wonderful show of support to have Addison locate to 48 Wall Street,” he added.



KENT SWIG

48 Wall is a 34-story, 324,000 s/f office tower built in 1927. It was previously occupied by The Bank of New York. Swig Equities, LLC, in association with Kirkpatrick MacDonald of MacDonald & Cie, acquired the property and land in March of 1998. They are only the third owners since the land was conveyed from the Dutch to the British and then to The Bank of New York in 1796.

Roger Byrom, CEO of Addison, said: “Addison chose this new office location because of its great mix of historic New York and flexible and airy work space. 48 Wall Street is an ideal location, for our clients and our people.”

In both transactions, the landlord was represented by Jonathan J. Dean of Swig Equities. Conway, Farrell, Curtin & Kelly P.C. was represented by Patrick Heeg of Jones Lang LaSalle.

Other major tenants at 48 Wall Street include Rockefeller Center Business Centers, which provides executive suite office space, who leased 41,000 s/f, Situs Holdings, LLC, a real estate servicing entity, EYE Mall Media, an out-of-home advertising firm, and D.F. King, one of the largest proxy solicitation firms in Manhattan who occupies 26,000 s/f.

LINK: <http://www.rew-online.com/2012/06/13/new-tenants-bring-48-wall-occupancy-to-90-percent/>



# COMMERCIAL OBSERVER

June 14, 2012

## **Lease Beat**

### Addison Signs Deal at 48 Wall Street

By Lindsey Cherner

Swig Equities, the owner of the landmark building 48 Wall Street, inked a deal with Addison, a brand strategy and design firm, Kent Swig, the firm's president, announced last week.

Addison signed a 14-year lease for 27,300 square feet occupying the eighth and ninth floors of the building. The firm is relocating from 20 Exchange Place where they occupied 24,600 square feet. The firm represented itself in the deal. The asking rent was in the mid to high 30's per square foot (a spokesperson would not disclose an exact number).



48 Wall Street. (courtesy Swig Equities)

Jonathan Dean of Swig Equities represented the landlord in-house.

The 34-story, 324,000-square-foot office tower built in 1927 is now 90 percent occupied. Under Mr. Swig's ownership, the building was completely gutted, giving the 10-year-old vintage building an updated infrastructure.

Addison is an independent brand strategy and communications design firm that also focuses on information simplification. Digitally and in print they combine business understanding with creative solutions to visualize and implement strategic

communications that yield measurable results, according to the company website.

“When [Addison] came through they said the space was a bulls-eye,” Mr. Dean said. “It was everything they were looking for and more.”

Other major tenants at 48 Wall Street include Rockefeller Center Business Centers, Situs Holdings, EYE Mall Media, a premier out-of-home advertising firm, and D.F. King.

LINK: <http://www.commercialobserver.com/2012/06/addison-signs-deal-at-48-wall-street/>



# COMMERCIAL OBSERVER

June 14, 2012

## **Lease Beat**

### Conway, Farrell, Curtin & Kelly Inks Deal at 48 Wall Street

By Lindsey Cherner

The law firm of Conway, Farrell, Curtin & Kelly P.C., an investment and management firm based in New York City, signed an 8,800-square-foot lease renewal for 10 years at 48 Wall Street, it was announced last week.

The asking rent was in the mid to high 30s per square foot (a spokesperson would not disclose the precise number).

Jonathan Dean of Swig Equities represented the landlord in-house. Patrick Heeg of Jones Lang LaSalle represented the tenant.



48 Wall Street. (courtesy Swig Equities)

Located in the heart of the Financial District, the firm, which previously leased floors 19 and 20, now occupies just 8,800 square feet on the entire 20th floor.

The company is based out of Lower Manhattan but also has an office on Long Island. They specialize in defense litigation, real estate, banking and education law.

48 Wall Street, a 34-story, 324,000-square-foot office tower built in 1927, was previously owned by The Bank of New York. Swig Equities in association with Kirkpatrick MacDonald of MacDonald & Cie, acquired the property and land in March of 1998, becoming only the third owners of the

property since the land was conveyed from the Dutch to the British and then to The Bank of New York in 1796.

“A Wall Street address is just more cache, there just aren’t that many opportunities to lease on Wall Street,” Mr. Dean said.

Other major tenants at 48 Wall Street include Rockefeller Center Business Centers, Situs Holdings, LLC, EYE Mall Media, a premier out-of-home advertising firm and D.F. King

LINK: <http://www.commercialobserver.com/2012/06/conway-farrell-curtin-kelly-inks-deal-at-48-wall-street/>



RUBENSTEIN PUBLIC RELATIONS, INC.



June 13, 2012

## Leases Bring 48 Wall St. to 90 Percent Occupancy

Posted June 13, 2012

**Addison**, the brand strategy and communications design firm celebrating its 50th anniversary, will occupy **27,300 square feet** on the entire 8th and 9th floors at **48 Wall St. in New York City.**

In addition, the law firm of Conway, Farrell, Curtin & Kelly P.C. renewed its lease for the entire 20th floor, occupying 8,800 square feet.



With these new leases the building has now reached 90% occupancy.

**48 Wall Street**, a 34-story, 324,000 square-foot office tower built in 1927, was previously occupied by The Bank of New York. Swig Equities, LLC, in association with Kirkpatrick MacDonald of MacDonald & Cie, acquired the property and land in March of 1998, becoming only the third owners of the property since the land was conveyed from the Dutch to the British and then to The Bank of New York in 1796.

In both lease transactions, the landlord was represented by Jonathan J. Dean of Swig Equities. Conway, Farrell, Curtin & Kelly P.C. was represented by Patrick Heeg of Jones Lang LaSalle.

Other major tenants at 48 Wall Street include Rockefeller Center Business Centers, which provides executive suite office space, who leased 41,000 square feet, Situs Holdings, LLC, a premier real estate servicing entity, EYE Mall Media, a premier out-of-home advertising firm, and D.F. King, one of the largest proxy solicitation firms in Manhattan who occupies 26,000 square feet.

LINK: <http://newyorkrealestate.citybizlist.com/18/2012/6/13/Leases-Bring-48-Wall-St.-to-90-Percent-Occupancy.aspx>