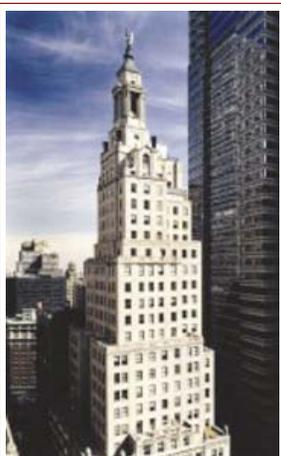




## Dean of Swig Equities reps landlord in 4,770 s/f lease at 48 Wall Street; Marek and Petrovic of the Vortex Group rep tenant



48 Wall Street - New York, NY



Kent Swig, Swig Equities, LLC

**New York, NY** According to Kent Swig, president of Swig Equities, LLC and owner of 48 Wall St., a new 4,770 s/f lease has been negotiated for leading mall media company EYE, who will occupy space on the entire 29th floor. With this new lease, the building has now reached 89% occupancy. The landlord was represented by Jonathan Dean of Swig Equities, while EYE was represented by The Vortex Group, LLC brokers Rick Marek and Oliver Petrovic.

Evidencing strength and confidence in the Financial District (FiDi) market, EYE chose 48 Wall St. for its prestigious address and its superior technology and amenities. EYE is recognized as a premier out-of-home advertising firm specializing in mall media in the US and airport, retail, roadside and university media across the UK, Australia, New Zealand and Indonesia. 48 Wall St., a 34-story, 324,000 s/f 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.

They are 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.

"It's a wonderful show of support to have this media company locate to 48 Wall St. FiDi is evidencing strong growth in media, communications and publishing, and this landmark building, with state-of-the-art technology, can meet the needs of those growing industries," said Swig.

"EYE chose this new office location because of its great mix of historic New York and flexible work space. 48 Wall Street is in close proximity to the growing media presence in Lower Manhattan, making it a central, ideal location," said Jeff Gunderman, SVP and general manager, EYE.

Other major tenants at 48 Wall St. include Rockefeller Center Business Centers, which provides executive suite office space, who leased 41,000 s/f, Conway, Farrell, Curtin & Kelly P.C., a leader among insurance defense trial firms in the New York Area, occupying more than 17,000 s/f, and D.F. King, one of the largest proxy solicitation firms in Manhattan who occupies 26,000 s/f.

### About Swig Equities

Swig Equities, LLC is a real estate development, investment and management firm based in New York City with offices in San Francisco. The firm is an active purchaser and developer of prime commercial and residential buildings as well as operating companies and securities. Over the past decade, Swig Equities has purchased and/or developed in excess of \$3 billion of properties, which includes 110 William St., a 32-story, 900,000 s/f commercial office building; 90 Broad St., a 25-story, 400,000 s/f office building; 48 Wall St., a 34-story, 324,000 s/f office building; 80 Broad Street, a 36-story, 440,000 s/f office building; 44 Wall St., a 350,000 s/f office building; 5 Hanover Sq., a 25-story, 335,000 s/f office building; 770 Lexington Ave., a 20-story, 175,000 s/f commercial office building in Midtown Manhattan; and 450 Sansome St., a 140,000 s/f office building in downtown San Francisco.

### About EYE

At EYE, we understand how mall media impacts shoppers better than anyone else. With over 300 malls covering over half of the top centers in the top DMA's, we offer both hyper-local targeting and national coverage in some of America's

most iconic retail environments. We are number one in the US for mall media solutions. Our diverse offering of backlit posters, high definition digital screens, mobile connectivity and banners means we can create a customized and integrated solution for every marketing challenge. [www.eyecorp.com](http://www.eyecorp.com)

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