

REAL ESTATE WEEKLY

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Old fashioned leasing effort refills 600 Third Avenue

With the help of an aggressive, "old fashioned" marketing effort, L&L Holding Company, LLC, has already re-leased most of the 145,000 s/f of space being vacated at 600 Third Avenue at year-end by Turner Broadcasting.

Aware that its longtime anchor tenant planned to relocate its Tru Television (formerly Court TV) operation to corporate owned facilities in Atlanta when its lease expired on December 31, building owner L&L Holding took an early and proactive approach to filling that sizable block of space as quickly as possible.

The effort resulted in the leasing of 154,172 s/f, including recently completed deals with Altegrity, Inc. (42,764 s/f), HQ Global Workplaces LLC (21,382 s/f) and Loral Space & Communications (13,129 s/f).

With nearly 40% of the building expected to come available at year end "we knew we had a tough hill to climb," said David C. Berkey, L&L's director of leasing.

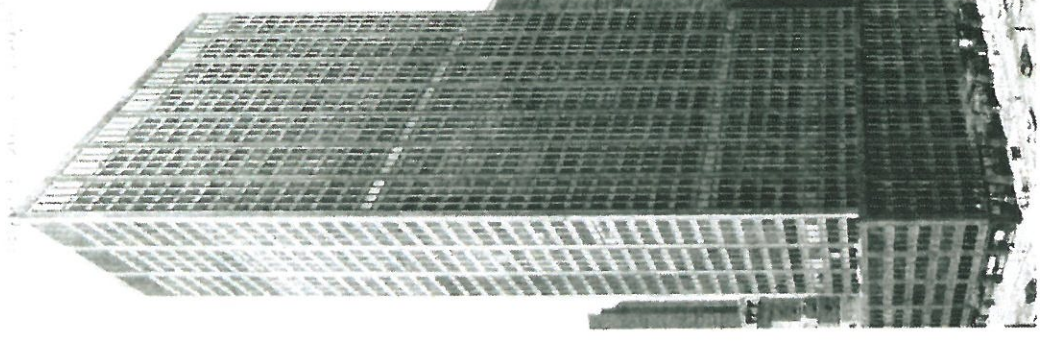
"Beginning at the end of last year, we put our heads

down and embarked on an old fashion canvass program targeting tenants and brokers alike. We made sure the market was aware of the first class product we would soon have available and continued to reposition the property as a quality alternative to Park Avenue".

The new long-term leases, coupled with those signed earlier in the year with Aaronson, Rappaport, Feinstein & Deutsch (42,764 s/f), and Jaffe & Asher (24,370 s/f) absorbed most of the available space, leaving only a few desirable upper floor units.

Timothy Gibson and Benjamin Shapiro of Cushman & Wakefield represented Altegrity, Inc. Richard Rosenhaus of Richard Rosenhaus LLC represented HQ Global Workplaces and Alan Desino, formerly of CB Richard Ellis, represented Loral Space & Communications. The building was represented in all of the transactions by Berkey and Andrew Wiener of L&L Holding Company.

The 42-story, 550,000 s/f tower was renovated in 2006.



600 Third Avenue