



Meer of Friedland Realty Closes 25+ Million Dollar Deal for David Yurman Flagship Store

New York, NY – (March 18, 2008) – Friedland Realty, Inc., the Manhattan satellite office of NAI Friedland Realty, Inc. in Yonkers, NY, recently completed the lease of 7,000 square feet of space at 712 Madison Avenue to David Yurman, retailer of fine jewelry and watches. Gene Meer, president of Friedland Realty, Inc., represented the landlord and the tenant in the \$25+ million aggregate lease deal.

As part of its international expansion, New York-based David Yurman will be moving its flagship store to the landmark location in October 2008. Meer interviewed close to 100 potential clients, nationally and internationally, to find the right luxury tenant for the space and neighborhood. The deal took six months to complete.

Meer has 28 years of New York City retail experience and has worked extensively with retailers using a global approach. His clients include dozens of luxury retailers and restaurants, among them, A/X Armani, Bice, Chanel, Chopard, Mikimoto, Roberto Cavalli, St. John's, and Valentino.

“The best location for a jeweler is next to another jeweler because the cluster effect allows customers to focus in on different categories of jewelry,” explains Meer. “This stretch of Madison Avenue resembles Place Vendôme in Paris, with jewelers Graff, Yurman, and Mauboussin all on the same side of the block and Chopard, Di Modolo, Chanel, and Pomellato across the street. It is a shopper's paradise and a retailer's dream that attracts loyal, as well as new customers.”

The Friedland Realty Inc. Manhattan office is located 767 Third Avenue in NYC and can be reached at 212-813-9860, www.friedlandrealty.com.

About Friedland Realty Inc.

Friedland Realty, Inc. is the Manhattan satellite office of NAI affiliate Friedland Realty Inc., a full service commercial real estate firm in metropolitan New York, including Westchester, the five boroughs, Long Island, Connecticut, and New Jersey. Friedland sales staff members strive to provide guidance and information that enables clients to make the best lease or purchase decisions. Brokers in Friedland's four divisions -- Retail, Industrial, Office, and Residential/Development – understand their markets and are supported by a sophisticated computer database of available properties and potential tenants.

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Gene Meer, president, Manhattan office of Friedland Realty, Inc.



712 Madison Avenue, David Yurman's flagship store (as of October 2008)