

Meer of Friedland Realty Leases Prominent Madison Avenue Corner

New York, NY (June 29, 2009) – Friedland Realty, Inc., the Manhattan satellite office of NAI Friedland Realty, Inc. in Yonkers, NY, recently closed a long-term lease for 2,380 square feet at 635 Madison Avenue in New York for Camper, a Spanish shoe company. Gene Meer, president of Friedland Realty, Inc., represented both the tenant and landlord, West Land Corp.

Camper, a 120-year-old shoe company, is well-known throughout Europe for its distinctive styling. The Madison Avenue property, selected after a five year search, is Camper's fourth location in the United States and will serve as its brand store in Manhattan's Plaza District. Camper has 150 stores worldwide in 70 countries.

"Camper and I worked together to find a strategic location in a highly-trafficked area of the City," says Meer. "Even in a weak economy, this deal on such a terrific corner was impossible to pass up." In addition to locating the property, Meer helped Europe-based Camper to navigate and understand the United States leasing process.

The location, on the corner of 59th Street, is scheduled to open in the fall of 2009. According to the Real Estate Board of New York, rents in the Madison Avenue area go for \$1,000 per square foot.

"Real estate history tells us that the economy will eventually right itself," Meer continues. "In this particular transaction, each side needed to know they were getting a fair deal. For the tenant, the location is unmatched. The landlord was assured that my expertise in the area and the knowledge of my customer guaranteed them a great addition to the building tenant roster."

Meer has enjoyed a 28-year history working with landlords and tenants on Madison Avenue and in the Plaza District. He recently coordinated a deal for the David Yurman brand townhouse at 712 Madison Avenue and has leased space to many other top retail brand names, including A/X Armani, Bice, Chanel, Chopard, Mikimoto, Roberto Cavalli, St. John's, and Valentino. Meer also is the exclusive broker for Liberty Travel and Sprint/Nextel.

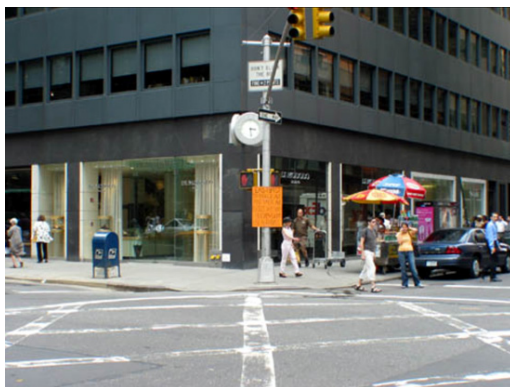
The Friedland Realty Inc. Manhattan office is located 767 Third Avenue in NYC and can be reached at 212-813-9860, www.friedlandrealty.com.

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, Putnam, and Rockland counties, 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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