



Commercial Real Estate Services, Worldwide.

Meer of Friedland Realty Completes \$6 Million in Manhattan Retail Leases for Liberty Travel

Exclusive Broker for Liberty Travel Inks Three Deals for Expanding Travel Agency Group

New York, NY (July 24, 2009) – Friedland Realty, Inc., the New York City satellite office of NAI Friedland Realty, Inc. in Yonkers, NY, recently closed three Manhattan lease deals for Liberty Travel with a combined aggregate retail value in excess of \$6 million. Gene Meer, president of Friedland Realty, Inc., handled the transactions and is the exclusive broker for Liberty Travel.

The most recent lease, at 1425 Second Avenue, was for 1,200 square feet of space from World Wide Holdings. Meer also brokered deals at 1365 Sixth Avenue and 86 Nassau Street in Manhattan. The average Liberty Travel store size is between 1,000 to 1,500 square feet. All three locations are expected to open shortly.

Liberty Travel relied on Meer's extensive market knowledge to guide them in their real estate search and negotiations. "This was the ideal time for Liberty Travel to take advantage of the softer Manhattan retail market," says Meer, a 29-year industry veteran. "Right now they are looking for more sites to expand their Manhattan presence. We are currently in negotiations with various landlords."

Founded in 1951, Liberty Travel has been credited with pioneering the vacation package – air, hotel and more – with a single price tag. Liberty Travel is dedicated to giving travelers an "Unbeatable" experience with over 160 store locations in 15 states, the best Price Beat Guarantee in the travel industry, and a personal approach to booking travel. Liberty Travel is a part of Flight Centre Limited, an Australian-based global travel group.

"Liberty Travel recently created a sleek design for their new stores to attract customers," notes Meer. More than one million people visit the travel agency group's retail stores each year.

Meer has three decades of New York City retail experience and has worked extensively with retailers using a global approach. 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, Camper, Chanel, Chopard, Mikimoto, Roberto Cavalli, St. John's, and Valentino. In addition to Liberty Travel, Meer is also the exclusive broker for Sprint/Nextel.

"Based on my experience and what I see happening now, I believe that the New York City retail market will regain its strength and vibrancy in about 18 months," predicts Meer. "I've discussed this with various retailers, who have said they see the market stabilizing and sales picking up monthly."

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 NAI Friedland Realty Inc.

NAI Friedland Realty Inc., founded in 1970, is a full service commercial real estate firm covering the entire metropolitan New York area, with a majority of its business in Westchester County and the Bronx, but additionally in Putnam and Rockland Counties, New York City, Connecticut, and New Jersey. Headquartered in Yonkers, New York, Friedland also maintains a satellite office in Manhattan. 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. Friedland is a member of NAI, the only managed network of commercial real estate firms in the world.

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Photo Captions: Liberty Travel, 1425 Second Avenue, New York, NY

