



Extell Development and Charlie Palmer Group form new partnership

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New York, NY Extell Development Co. and Charlie Palmer Group has created a partnership that brings the chef's services and experiences to the residents of Extell's residential buildings. PPX Extell by chef Charlie Palmer – a name derived from the hospitality term for VIP guest – will feature an array of exclusive perks available only to residents of Extell's properties. This offering brings together the best of both real estate and culinary worlds.

"Charlie Palmer is one of the world's top chefs, so it was a natural fit to partner with him and bring his extraordinary culinary and hospitality offerings to our residents," said Elysa Goldman, vice president of development at Extell Development Co. "We create the finest homes in the world, and for the most discerning clientele who are sure to appreciate the benefits they will receive through PPX Extell."

"From the moment I walked into 70 Charlton, I felt a true sense of homecoming, so much so that I purchased one of the first apartments in the building," says Chef Charlie Palmer. "I want the residents of 70 Charlton and all members of the greater Extell family to feel immediately at home with the benefit of access to a community centered around exceptional food, drink, and hospitality."

The unique partnership will bring the best of Charlie Palmer's signature modern American cooking and world-class beverage offerings and partnerships right to resident's doorsteps. PPX Extell members can take advantage of an array of world-class culinary creations, including personalized menu planning and catering for private events and celebrations, as well curated events in Extell buildings such as wine tastings, cooking demonstrations and cookbook signings. Wine aficionados can even have their wine collections curated by Chef Palmer and his team of wine directors, including two Master Sommeliers.

PPX Extell will also provide Extell's residents with VIP access to Charlie Palmer Group's collection of critically acclaimed restaurants and luxury boutique hotels around the country. Benefits include VIP reservations, kitchen tours and complimentary hotel upgrades. They will also receive a subscription to Charlie Palmer Group's bi-annual magazine, and access to exclusive, special events. PPX Extell will launch with 70 Charlton, Extell's newly completed luxury building in the thriving downtown neighborhood of West Soho, where Chef Palmer also calls home.

Extell residents will be given a personalized PPX Extell "perks" card and full access to the program upon purchase of their new home. For more information on the Extell portfolio visit www.extell.com;

for more information about Charlie Palmer Group visit www.charliepalmer.com.

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