



Steinman of Rudin Management represents owner in 350,000 s/f lease at 1675 Broadway

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MMS USA Holdings, Inc., the North American subsidiary of global advertising giant Publicis Groupe, has renewed its commitment for over 350,000 s/f comprising 15 full floors at the Rudin Family's distinctive office tower at 1675 Bdwy.

The company, which houses a number of its advertising and communications units in the building, including MediaVest Worldwide, Inc., Manning, Selvage & Lee, Inc. and Publicis Healthcare Communications Group, Inc., extended its lease for another 10 years.

It's been headquartered at 1675 Bdwy. since the 35-story, 800,000 s/f tower opened in 1989.

The building is 100% occupied.

"We are delighted that one of the world's elite advertising firms has enjoyed its Rudin experience and will continue to call 1675 its home for another decade," said, Bill Rudin, president of Rudin Management Co., the operating arm of the Rudin Family Holdings.

"Rudin has been a model landlord for us," said, John Betley, president of MMS. "Our relationship has been mutually rewarding and respectful. Our renewal negotiations have produced a deal that we are all happy with."

Joseph Thanhauser and Gordon Ogden of Byrnam Wood, LLC represented the tenant in the long term leasing transactions while Robert Steinman of Rudin Management represented the owner.

A French multinational advertising and communications company, Publicis Group is one of the big four global advertising holding companies.

It provides traditional advertising, media services, and specialized marketing services to a host of national and multinational clients around the world.

Rudin Management Co. is a full service real estate organization servicing the interests of the Rudin Family, which owns and manages one of the largest private property portfolios in New York City. Among its commercial real estate holdings are 16 office buildings.

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