



## **Stempel of CityVest reps Riese Org. in 13,600 s/f lease at 152 West 34th St.; Greenberg of The Greenberg Group acts for tenant**

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According to Dennis Riese, president of the Riese Organization, Crocs has signed a lease for space at 152 West 34th St. Serving as Crocs fourth location in the city, the 13,600 s/f space includes 40 ft. of frontage.

"The space currently home to a Tad's Steaks, Tim Hortons Caf   & Bake Shop and a Pizza Hut is a three-story building in a hi-trafficked shopping district, directly across the street from Macy's Department Store and Penn Station. This location has terrific visibility, a perfect formula for retail success," said Riese.

Crocs is taking possession of the space in spring of next year with an expected opening next summer. Crocs currently have stores in three other locations in the borough at 270 Columbus Ave., 143 Spring St. and 89 South St.

Mark Stempel, president of CityVest Realty Corp. represented the landlord and Steven Greenberg, of The Greenberg Group, Inc. represented the tenant in the transaction.

Celebrating its 10th anniversary in 2012, Crocs offers several distinct shoe collections with more than 300 four-season footwear styles. Since its inception in 2002, Crocs has sold more than 200 million pairs of shoes in more than 90 countries around the world. The brand celebrated reaching \$1 billion in annual sales in 2011.

For over 70 years, the Riese Organization has been dedicated to serving the people of New York City, positioning itself as a pioneer in both the real estate and food service industries. In the course of this timeframe, the Riese Organization has achieved a dominant position in both of these industries. The Riese Organization currently owns high trafficked properties in New York City on 5th Avenue in Rockefeller Center, Downtown in the Wall Street area, across from Union Square Park, in Midtown and Uptown on the East side, in the Times Square area and the Madison Square Garden/Penn Station area. In addition, the Riese Organization has the exclusive rights to T.G.I.Friday's   in Manhattan and the surrounding areas.

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