



Thru the Lens: TF Cornerstone tops out East Coast in Long Island City

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East Coast in Long Island City was the place to be, as real estate developer TF Cornerstone Inc. (TFC) gathered with neighbors, local business owners, and its construction crew to celebrate the topping out of 4545 Center Blvd., the fifth and largest property in the 21-acre residential oasis. With construction moving ahead of schedule, the 41-story building is now expected to open for leasing in April 2013, bringing TFC closer to its vision of a true neighborhood just minutes from Manhattan.

"We are proud to commemorate this major milestone in Long Island City, and to share the honor with the entire East Coast community," said Sofia Estevez, Executive Vice President for TF Cornerstone. "On behalf of TF Cornerstone, I would like to thank all of the residents, families and businesses that helped make this occasion such a success."

The festivities began with a topping out ceremony and luncheon at the base of 4545 Center Boulevard and continued with a community-wide block party featuring events for all ages. Children played in the shady garden at 4720 Center Boulevard - the first of six buildings in TF Cornerstone's family-friendly East Coast - where special activities ranged from balloon animal creations to face paint and "kiddie" yoga. Up the street, in the expansive lobby of 4540 Center Boulevard, the newest building on the block, guests sampled a variety of neighborhood flavors, including wine from Blue Streak Wine & Spirits and Asian fusion delicacies prepared by Shi, both of which are located on the ground floor 4720 Center Boulevard. On the sidewalk, Blend served Latin-inspired dishes while People's Pops offered the perfect ice-cold refresher for the hot summer day.

Designed by Arquitectonica, 4545 Center Boulevard will comprise a mix of 820 studios, one-, two- and three-bedroom apartments and boast more than 50,000-square-feet of spectacular amenities, which are available for all East Coast residents to enjoy, including a dog run, two tennis courts, indoor and outdoor fitness facilities, expansive landscaped terrace with infinity reflecting pool, and 1,000 parking spaces. In addition to these exceptional offerings, residents of 4545 Center Boulevard have access to 12 acres of waterfront parks and recreation space, one of East Coast's most coveted luxuries.

Once complete, East Coast will boast 2,615 rental and 184 condominium residences, and a spectacular array of amenities, parks and outdoor recreational spaces. And with more retail and commercial spaces included in the mix, TF Cornerstone continues to welcome new businesses, shops and restaurants that add value to the neighborhood.

For more information about TF Cornerstone Inc., visit www.tfc.com. For more information about East

Coast, visit www.eastcoastlic.com.

ABOUT TF CORNERSTONE INC.

TF Cornerstone Inc. is led by two visionary brothers, Tom and Fred Elghanayan, and focuses on acquisition, development, construction and management of fine residential, commercial and retail properties. Headquartered at 387 Park Avenue South, TFC's principals pride themselves on their personal involvement with all aspects of their business and portfolio, ensuring the highest level of quality. For more information, please visit www.tfc.com.

Photo captions:

*Photos by Pablo Corradi Photography

1. Fred Elghanayan, President and Co-Founder of TF Cornerstone Inc., and Frank Vasta, Executive VP of Construction, commemorate the topping out of 4545 Center Boulevard
2. Paul Canavan, Assistant Project Superintendent; Sofia Estevez, Executive Vice President for TF Cornerstone; and Christopher Steinmann, Project Superintendent celebrate the company's recent development milestone during the topping out ceremony and luncheon at 4545 Center Boulevard
3. Following the topping out ceremony, TF Cornerstone hosted a neighborhood-wide block party with activities for all ages, including balloon animals and face painting at 4720 Center Boulevard

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