



Platinum honored by CNBC 2008 Americas Property Awards in Best High Rise Development N.Y. category

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According to SJP Residential Properties, Platinum, the new condominium located on 46th St. and Eighth Ave., has been honored in the category of Best High Rise Development— New York by the CNBC 2008 Americas Property Awards, in association with The New York Times.

"We're thrilled to have been selected for this distinguished internationally-judged award," said Allen Goldman, president of SJP Residential. "It reinforces Platinum's well-deserved reputation as one of the most exciting and sophisticated new developments in Manhattan. We built this condominium to provide residents with the ultra-sophisticated lifestyle, and we believe this award demonstrates that we've achieved our goal."

Additionally, Platinum was nominated for the Best Building Marketing USA award for its marketing and advertising campaign led by The Marketing Directors and Sherman Advertising. The CNBC awards will be officially presented at the annual gala dinner held at the Ritz Carlton in Orlando, Fla. on November 7th.

Located on the Eighth Ave. Corridor between Times Sq. and Central Park, the 43-story tower features 220-unit condominiums, and is now 80 percent sold with homes available for immediate occupancy.

SJP Residential Properties is the residential arm of developer SJP Properties, which has built more than 14 million s/f of class A office space and created some of the finest corporate offices for the world's leading firms, including Citicorp, Pfizer, Tiffany and Co., Merrill Lynch and Co., and John Wiley. With the introduction of the award winning condominium residences at 45 Park Ave. and Platinum, the new 43-story condominium building under construction located at 247 West 46th St., SJP now brings its superior level of design, construction, and property management expertise to luxury residential development.

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