



King and Friedman of Lee & Assocs. NYC lease 8,995 s/f at 45 West 45th St.

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Manhattan, NY Lee & Associates NYC represented healthcare marketing and communications firm, 120/80 GROUP, in a new four-year and four-month lease at 45 West 45th St. in Midtown. The lease consists of the entire third floor totaling 8,995 s/f. 120/80 GROUP and its two agencies – 120/80

MKTG and AOx3 – has relocated from 307 Fifth Ave. to its new location

Woody King and Alan Friedman from Lee & Associates NYC represented 120/80 GROUP, and Harley Dalton, Samantha Perlman, and Pierce Hance from Cushman & Wakefield represented the landlord, AFIAA 45 West 45th St., LLC,

“120/80 GROUP decided on 45 West 45th St. because the space was delivered in pristine plug-and-play condition,” said King, managing director at Lee & Associates NYC.

A report by the Partnership of New York City once projected that 43% of public relations firms were expected to reduce their footprint in New York City following the aftermath of the COVID-19 pandemic. And while more recent reports have shown that real estate, law, financials services and tech firms have returned to NYC, the status and commitment to NYC by advertising and public relations firms is unclear. Having just celebrated its six-year anniversary, 120/80 GROUP has consistently recognized the value of in-office collaboration. This philosophy has been central to the firm’s rapid growth and led to the leasing of a new, updated space at 45 West 45th St.

“We zigged while other agencies zagged,” said Rob Cronin, founder and CEO of 120/80 GROUP. “We recognize the intrinsic value that in-person work brings to building relationships with colleagues, clients and all business partners. And that is especially true when that work is being conducted in New York City. That is why this relocation was so important to us. We wanted to provide the best work environment for our employees, clients and business partners across our network -- in the best city to work and play in the world. Alan, Woody and the team at Lee & Associates NYC did a wonderful job helping us find our perfect space.”

“Having a presence in New York City serves as a distinct and measurable competitive advantage for our firm,” said Gary Grates, president at 120/80 GROUP. “The location of this office, combined with the on-site amenities, serves as an ideal location to conduct business, not only for our employees and leadership, but also for our clients and the many constituents we serve.”

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