



## **W&H Properties leases 12,000 s/f at 112 West 34th Street to ReachLocal**

November 20, 2009 - Front Section

ReachLocal, Inc. has leased 12,000 s/f on the ninth floor at W&H Properties' 112 West 34th St., according Fred Posniak, senior VP of W&H. The firm will move from 10 East 33rd St. into its new space in December.

"112 West 34th St. has been attracting more and more technology and media firms, which appreciate the property's recent transformation into a modern, professional environment following an \$80 million upgrade program, along with its unsurpassed location, within steps to Penn Station and close to Grand Central Terminal and the Port Authority," said Posniak.

ReachLocal connects advertisers, publishers and creative solutions providers together on one platform. Wherever customers are online, ReachLocal helps businesses find them with the broadest reach of local digital media, a dedicated force of local Internet Marketing Consultants, and technology that continually optimizes results.

Founded in 2004, ReachLocal is backed by funding from VantagePoint Venture Partners, Rho Ventures and Galleon Special Opportunities Partners Fund LP, and is led by Zorik Gordon, its co-founder and CEO. Headquartered in Woodland Hills, Calif., the company has over 800 employees operating in more than 38 offices in the U.S., Australia, Canada and the U.K.

Erik Schmall of Studley represented ReachLocal in the lease negotiations. Barry Zeller and Audrey Coe of Cushman & Wakefield, the property's managing and leasing agent, represented the landlord. Located across from Macy's flagship location, 112 West 34th St. contains 26 stories, and 800,000 s/f of modern office and showroom spaces. 112 offers access to the Long Island Rail Road, N.J. Transit and Amtrak at Penn Station, the Port Authority Terminal, PATH, 15 subway lines and all major bus lines.

The property recently completed a top-to-bottom \$80 million upgrade program that includes a sleek, new modern and energy-efficient glass curtain wall; a renovated stone and marble lobby, which features a 30-ft. undulating ceiling, state-of-the-art security desk with concierge services, and new entryways at both 34th and 33rd Sts.; and renovated restrooms and air-conditioned public corridors and upgraded building-wide systems, including state-of-the-art electrical, plumbing, HVAC and security.

Part of the W&H Properties Pre-War Trophy office portfolio, the building is owned by 112 West 34th Street Associates, L.L.C, a partnership led by Peter Malkin and Anthony Malkin, one of New York City's most financially stable ownerships. W&H Properties is committed to sustainable property operations and development, including energy efficiency, water use reduction, waste and recycling and indoor environmental quality initiatives.