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Upper East Side's Newest Luxury Residences Outpacing Expected Sales

Just months after the offering plan was approved, World-Wide Group is preparing to sell its final condos at 255 East 74th Street ahead of schedule

NEW YORK--([BUSINESS WIRE](#))--Developer World-Wide Group has reached an important milestone at its new high-end residential building at 255 East 74th Street as 75 percent of the building has been sold, outpacing the original sales estimates for the building.

255 East 74th Street offers the rare opportunity for families to enjoy luxurious and comfortable living in one of Manhattan's most desirable neighborhoods. Designed by H3 Hardy Collaboration, 255 East 74th Street reclaims the grandeur of Upper East Side residences built a century ago, yet offers all of the amenities that today's families have come to rely upon.

The meticulously crafted residences, ranging in size from two- to five-bedrooms, offer residents graciously sized rooms, interior playrooms, state-of-the-art home automation systems and lavish kitchens that are the centerpiece of each apartment. Balconies, terraces and fireplace complement selected residences.

"People looking for the prestige and comfort usually associated with a suburban home no longer have to leave New York City," said Richard Lebow, Director of Marketing & Sales for The World-Wide Group, the project's developer. "The outstanding success of the building is based on its design, location and the appetite today's buyers have for quality."

The striking glass tower will house the Upper East Side flagship facility of Equinox Fitness Clubs. The 43,000 square-foot health center and full service spa will be one of the most richly detailed private exercise clubs in the area.

Located on the corner of East 74th Street and Second Avenue, the property is in the middle of the city's largest concentration of public and prestigious private schools, including the Dalton School, the Birch Wathen Lenox School, and Public School 290.

Exclusive shops including Prada, Scoop NYC and Ralph Lauren are a short walk away. Gourmet specialty shop Citarella, the Morrell Wine Xchange and Eli's Manhattan are all in the neighborhood. Foodies looking for a delicious meal can stop into any of the area's eateries, such as Orsay, Eli Zabar's E.A.T. and Haru.

Rounding out the nearby amenities are cultural institutions like the Whitney, New York Public Library, Metropolitan Museum of Art and the Guggenheim Museum.

"The superior location of 255 East 74th Street is attracting both families and empty nesters who wish to be within reach of the finest cultural and educational

institutions New York City has to offer while satisfying their craving for space, fine finishes and attention to detail," said Mr. Lebow.

255 East 74th Street will also offer automation and entertainment system options, allowing for simple and intuitive control of lighting, air conditioning and heat, motorized shades, and all of the homeowner's audio-visual components.

Kitchens designed by world-renowned Varenna by Poliform will include Sub-Zero refrigerators, oven towers and two dishwashers by Miele.

Additional building amenities include a 2,400 square foot Children's Pavilion. The pavilion includes an interactive toddler room with a cruising wall, climbing tree house, play zone for crafts and reading area. A game room will provide hours of entertainment for 'tweens' and teens with an arcade zone complete with pin ball machines, karaoke dance machine and basketball arcade games, as well as foosball, air hockey and table tennis.

The 255 East 74th Street sales office is open Monday through Friday from 10:00 am to 6:00 pm. The World-Wide Group is located at 950 Third Avenue, 18th Floor, New York, NY.

About The World-Wide Group

The World-Wide Group and its affiliates are privately held investment companies based in New York City. They are headed by Victor Elmaleh, Chairman and James Stanton, President, who have been engaged in real estate development and venture capital investing for over half a century. With a reputation for successfully tackling high-risk urban development, the group has developed over \$3 billion worth of new luxury properties in New York City. Until recently, the company has focused on converting outdated commercial buildings into premium residential properties including 50 Murray Street, 53 Park Place, 88 Greenwich Street, 71 Broadway, The Steiner Building in Chelsea, and 137 Reade Street in Tribeca. Going forward, World-Wide will focus on constructing new luxury buildings such as the recently completed Milan, as well as sites on 57th Street and 74th Street.