

SAVITT PARTNERS

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For Immediate Release

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Full-Service Digital & Content Agency, DEFINITION 6 Inks 13,750-SF Office Lease at 218 West 40th Street

New York – October 25, 2017 – In a transaction arranged by the Savitt Partners' team of Brian Neugeboren, Nicole Goetz and Bob Savitt, DEFINITION 6, (<https://www.definition6.com/>) an Atlanta, GA-based full-service digital and content agency, has committed to a 13,750-square-foot office lease at 218 West 40th Street. DEFINITION 6 plans to relocate its New York City offices to the entire second floor of pre-built space of the 165,000-square-foot boutique office property from 79 Fifth Avenue. Asking rent at the property was \$55 per-square-foot.

Brian Neugeboren, Nicole Goetz and Bob Savitt serve as the exclusive leasing agents for the property and represented the ownership in the lease negotiations. Jarod Stern and Ken Ruderman of Savills Studley acted on behalf of DEFINITION 6.

Located on West 40th Street between Seventh and Eighth Avenues and diagonally across from The New York Times' headquarters, 218 West 40th Street is 12-story, boutique office along the newly rejuvenated Eighth Avenue corridor. Just a few steps from Times Square, the Fashion District and Bryant Park, the building offers tenants adaptable open layouts on full floors with up to 14,000 square feet of space. In addition to DEFINITION 6, Free People, Urban Outfitters and Avery Dennison are among the building's leading tenants.

"DEFINITION 6 loved the quality of the pre-built office space that boasts windows on two sides for great natural light, glass conference rooms, and an open floor plan along with a beautiful kitchen and bistro area and updated bathrooms," notes Mr. Neugeboren.

Founded in Atlanta, GA in 1997, DEFINITION 6 is one of the hottest digital marketing agencies in the market today. DEFINITION 6 has garnered many industry awards and is widely recognized for the

creation of the Happiness Machine on behalf of Coca-Cola. The firm boasts a remarkable list of major clients including, Siemens, CBS Sports, SyFy Channel, HBO, Nickelodeon, Ashton Woods, Barnes & Noble College, Sesame Street and WE TV.

About Savitt Partners

Savitt Partners is a full-service commercial real estate company headquartered in New York City. Founded by Bob Savitt, the firm owns and/or operates a portfolio totaling nearly three million square feet of office and showroom buildings in Manhattan, including 530 Seventh Avenue, 499 Seventh Avenue, 11 West 19th Street, 218 West 40th Street, 693 Fifth Avenue, 1385 Broadway, 142 West 36th Street, 234 West 39th Street, and 525 Seventh Avenue. In addition to overseeing the leasing and management of its own assets, the firm provides superior leasing, asset and property management and investment services to other quality owners and tenants.