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**FOR IMMEDIATE RELEASE**

**ZEFR Signs 15,000-Square-Foot Lease at Marx Realty's  
10 Grand Central Office Tower**

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***Newly Repositioned Office Asset Nears Full Occupancy as a Variety of  
Tech, Financial and Media Firms Descend on Midtown East***

**(New York – November 22, 2019)** – [Marx Realty \(MNPP\)](#), a New York-based owner, developer and manager of office, retail and multifamily property across the United States, announced that content targeting company ZEFR signed a 15,000-square-foot, 10-year lease on the 13<sup>th</sup> floor at 10 Grand Central. The company is relocating from 292 Madison Ave. On the heels of signing such firms as Goldman Sachs-backed provider of data onboarding services Crux Informatics, insurance giant MassMutual and international news agency Agence France-Presse, 10 Grand Central continues to attract high-profile firms enamored by the tower's first-of-its-kind hospitality-infused aesthetic.

Marx Realty has signed 193,000 square feet of new leases since the announcement of the building's repositioning in mid-2018. During that time, occupancy has increased from 78 percent to 93 percent.

"ZEFR is the type of cutting-edge tenant that gravitates towards the authentic and highly designed hospitality-like office space that uniquely defines 10 Grand Central," said Craig Deitelzweig, president and CEO of Marx Realty. "They instantly fell in love with the warm and inviting nature of the building and they know that no other space would better help them in attracting the best talent in New York."

The recent completion of a redesigned four-story entry portal, marquee, lobby, lounge, Ivy terrace, and 40-seat conference space was part of the \$48 million repositioning of the 35-story Ely Jacques-Kahn designed office tower. In addition, the repositioning included a new façade with a soaring marquee featuring brass fins and oversized walnut doors, which are attended by a uniformed doorman. The walnut wood, brushed brass, and polished concrete accents from the lobby evoke a high-end hotel vibe that continues with a suite of hospitality-styled amenities on the seventh floor. The indoor/outdoor café and lounge boasts a confluence of 7,500 square feet

of hospitality-styled amenities including a well-appointed lounge with ample seating and a café, a conference facility with seating for 40 and The Ivy Terrace, an inviting outdoor space reminiscent of a 1930s era garden party.

The redesign was led by David Burns, principal of Studios Architecture. JLL's Cynthia Wasserberger, Sam Seiler, David Kleiner and Carlee Palmer are leading a team handling the leasing for Marx Realty. The building's asking rents range between \$82 and \$130 per square foot.

Los Angeles-based ZEFR is a technology company that provides content targeting solutions at scale for brands advertising on YouTube. The firm's client roster includes major brands across retail, automotive, beauty, entertainment, music, and more.

High-profile tenants at 10 Grand Central include Dwayne "The Rock" Johnson's production company, Seven Bucks Productions (as reported by the [NYPost.com](https://www.nypost.com)); UK-based sports private equity firm 23 Capital; asset management firm Everside Capital Partners; and, educational technology company Decoded. They join investment firm Benenson Capital Partners and advertising association powerhouse ANA.

### **About Marx Realty**

Marx Realty is a division of Merchants National Properties (MNPP). Founded in 1915, its current portfolio of properties includes over 5 million square feet of commercial office, retail and residential space as well as five mixed-use projects currently under development. Marx Realty is vertically integrated and involved in all phases of real estate management, development, construction and leasing. The company's assets comprise 67 properties in 17 states.

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*Photo Caption: The four-story entry portal at Marx Realty's 10 Grand Central office tower includes a hotel-style marquee with a uniformed doorman and soaring brass fins.*