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FOR IMMEDIATE RELEASE

**THE PARK IMPERIAL - -  
“CENTRAL PARK WITH *ALTITUDE*”**

**New York, NY**— Finding a luxury condominium in a prestigious neighborhood that has elegance, style, unmatched value, superb amenities and most of all, a spectacular view: it’s the dream of every discriminating homebuyer.

With residences starting 360 feet above the street level on the 48<sup>th</sup> floor, virtually every unit at The Park Imperial has breathtaking, and unobstructed views of Central Park, or the Hudson River and the skyline of Manhattan.

“The Related Companies’ newest New York City residential development, The Park Imperial at 230 West 56<sup>th</sup> Street and Broadway in Manhattan, is one of those rare buildings that has everything: spacious layouts, 10 foot ceilings, towering walls of glass, Adam Tihany interiors, and amenities such as on premise parking and an unrivaled view,” said David J. Wine, Vice Chairman of The Related Companies, L.P. “It also boasts The Imperial Club, an exclusive business and fitness center fitted with state-of-the-art technologies, private office suites, entertainment lounge, and fitness center with spa room.”

To maximize the spectacular views from the residences, Skidmore, Owings, Merrill, the exterior design architects, have created a unique shape to the building, with a roof top beacon that will make The Park Imperial a striking addition to Manhattan’s skyline – especially from the vantage point of its neighbor, Central Park.

“The Park Imperial boasts stunning views, elegantly designed residences, and world-class amenities,” said Mr. Wine. “With New York’s finest restaurants, boutiques, cultural treasures, and business district only steps away, The Park Imperial is an ideal home for professionals in entertainment, media, and publishing, and international travelers.”

“In a nightmarish real estate market, prospective homeowners will find at The Park Imperial a beautifully designed building with unrivaled service, amenities and lifestyle opportunities at a very attractive price,” added Mr. Wine.

The crown jewel of The Park Imperial is the magnificent Imperial Club, an exclusive residents-only club with an elegant entertainment lounge, a catering kitchen and bar, a state-of-the-art fitness center and a spa room, and terraces that offer unparalleled views of Central Park. The Imperial Club also features a business center replete with the latest technologies including a video conferencing room, along with private offices ideal for traveling business executives.

Internationally acclaimed designer Adam D. Tihany, the creative force behind Le Cirque 2000, Jean Georges Restaurant, Time Hotel in New York, Aureole in New York and Las Vegas, and the renovation of the historic King David Hotel in Jerusalem, will be designing the interiors of the residences, the lobby, and The Imperial Club. Ismael Leyva, one of New York City’s premier residential architects, will be designing the interior layouts.

“When we set out to design The Park Imperial, we wanted to compliment a bold and beautiful building with interiors that reflected the sensibilities, style and spirit of the new millennium,” said Mr. Tihany, the Interior Designer for the project. “The result is a luxury condominium that is contemporary and warm, adventurous and welcoming, technologically advanced.”

“The Park Imperial is a unique building that enables its residents to enjoy an unparalleled lifestyle,” said Louise Sunshine, President of The Sunshine Group, Ltd., the exclusive marketing and sales agent for The Park Imperial. “From the grand lobby, to The Imperial Club, to the little touches like the decorative sculptures designed by Mr. Tihany in the entrance, everything about this building speaks of the great care and thoughtfulness the developers have taken to make life at The Park Imperial attractive and alluring.”

Prospective residents can experience The Park Imperial before the building is completed at the property’s Sales and Design Center located on the 53<sup>rd</sup> floor of Carnegie Hall Tower, adjacent to Carnegie Hall on West 57<sup>th</sup> Street. The Sales and Design Center will offer similar views to that of the residences at The Park Imperial, and display Mr. Tihany’s designs of the lobby, The Imperial Club, and the residence’s interiors including

kitchens, baths and amenities. Prospective purchasers can also view a DVD containing virtual images of the building, video clips of the neighborhood, and interviews with members of the design team.

The Park Imperial is a luxury condominium tower set in one of New York's premier neighborhoods, at the crossroads of Manhattan's business, entertainment, cultural, retail and residential districts. Bertelsmann's Random House corporate headquarters will be located on Broadway in the base of this extraordinary tower, while the luxury residential units will begin 360 feet in the air, on the 48<sup>th</sup> floor, will have an elegantly designed residential lobby by Adam Tihany, and separate entrance and concierge desk at 230 West 56<sup>th</sup> Street. Every residential unit will feature a spectacular view of Central Park, the Hudson River and/or the Manhattan skyline.

The Related Companies is one of the largest, most respected real estate companies in the United States, with over \$10 billion worth of residential, commercial, and retail properties owned and managed in 44 states nationwide. Over the past quarter century, Related has made its most indelible mark in New York City, raising the standards of luxury metropolitan living with some of the most spectacular residential towers ever built in Manhattan. One of the of the company's greatest success stories is the recently completed Chatham, a 34-story condominium residential tower designed by the renowned architect Robert A. M. Stern. Currently, The Related Companies is developing the AOL/Time Warner Center, a 2.5 million square foot multi-use complex at Columbus Circle which will include corporate headquarters for AOL/Time Warner, The Mandarin Oriental Hotel and Sap, [Jazz@Lincoln](#) Center, television studios for Cable News Network and NY1, and twin 750-foot towers of luxurious condominium residences designed for the world's most discriminating buyers.

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