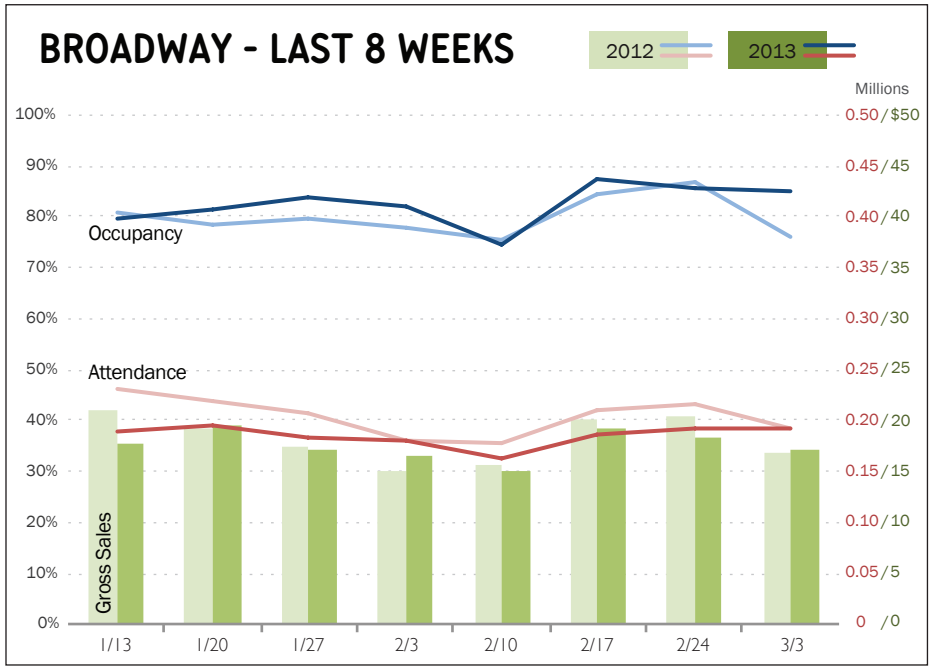
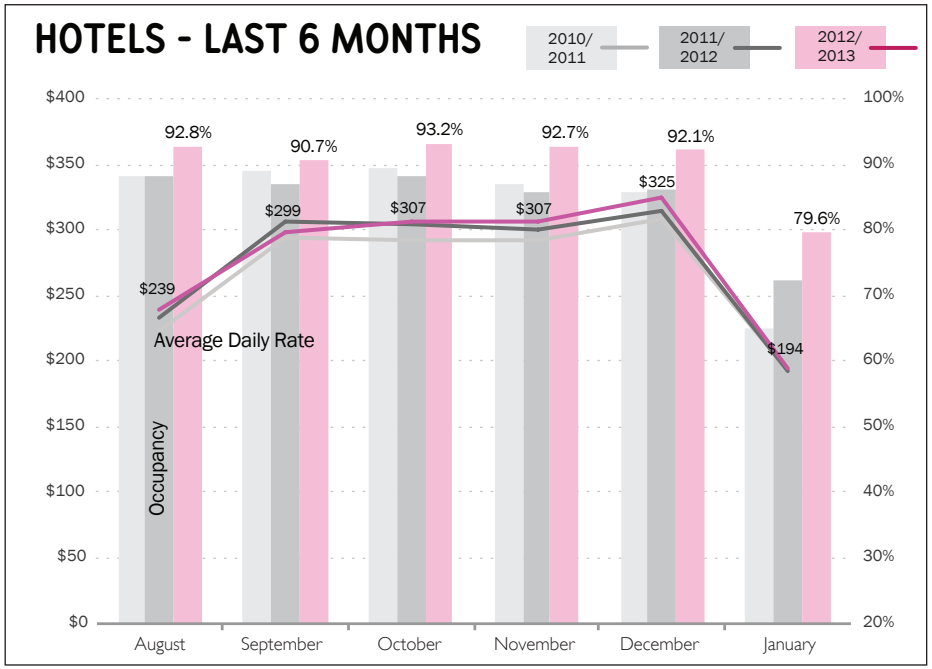
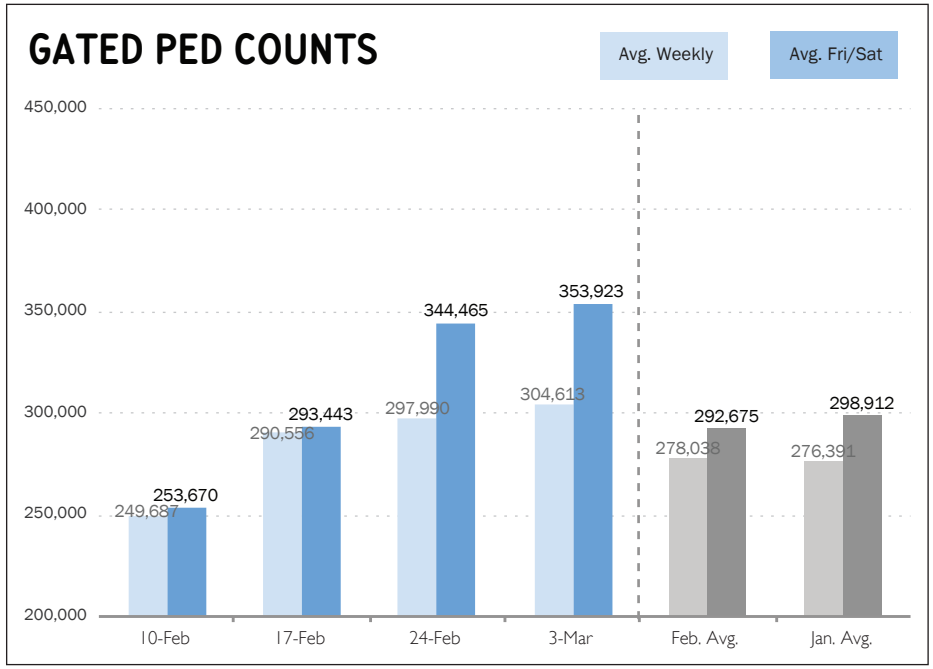
TIMES SQUARE - FEBRUARY 2013 KEY INDICATORS REPORT



Broadway had a middling February, trailing 2012 by 2% in gross sales and 7% in attendance but leading in occupancy. Three new shows were added in the last two weeks of the month, a sign of the theater season picking up going into Spring.

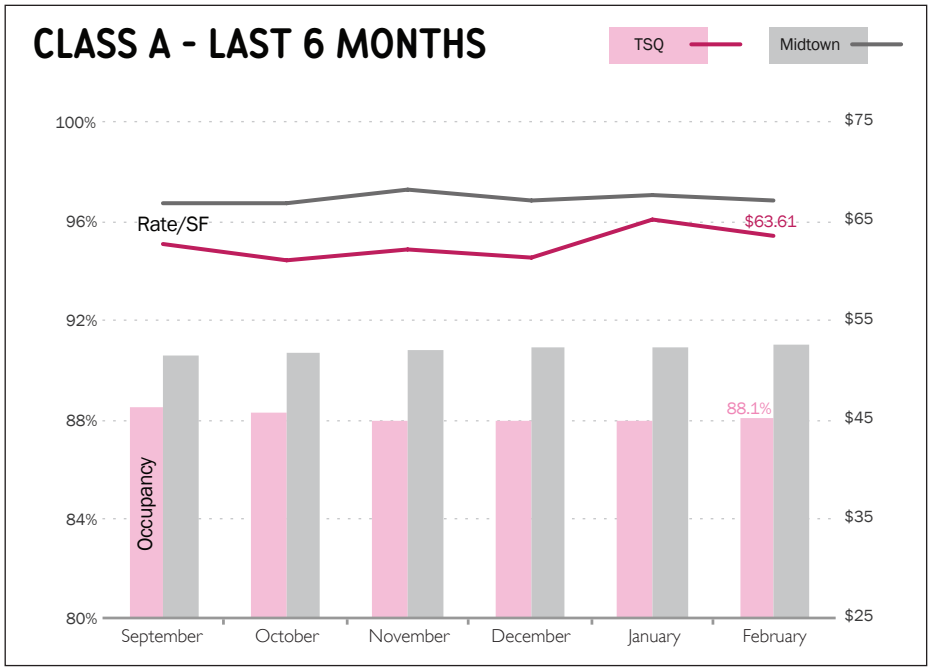
Hotels rates plummeted after New Year's, consistent with seasonal trends, but occupancy remained strong. 79.6% represents a record high for January dating back to 2003, soundly beating 2012 and 2011 and topping 2008 – Times Square's pre-recession peak – by 4%.



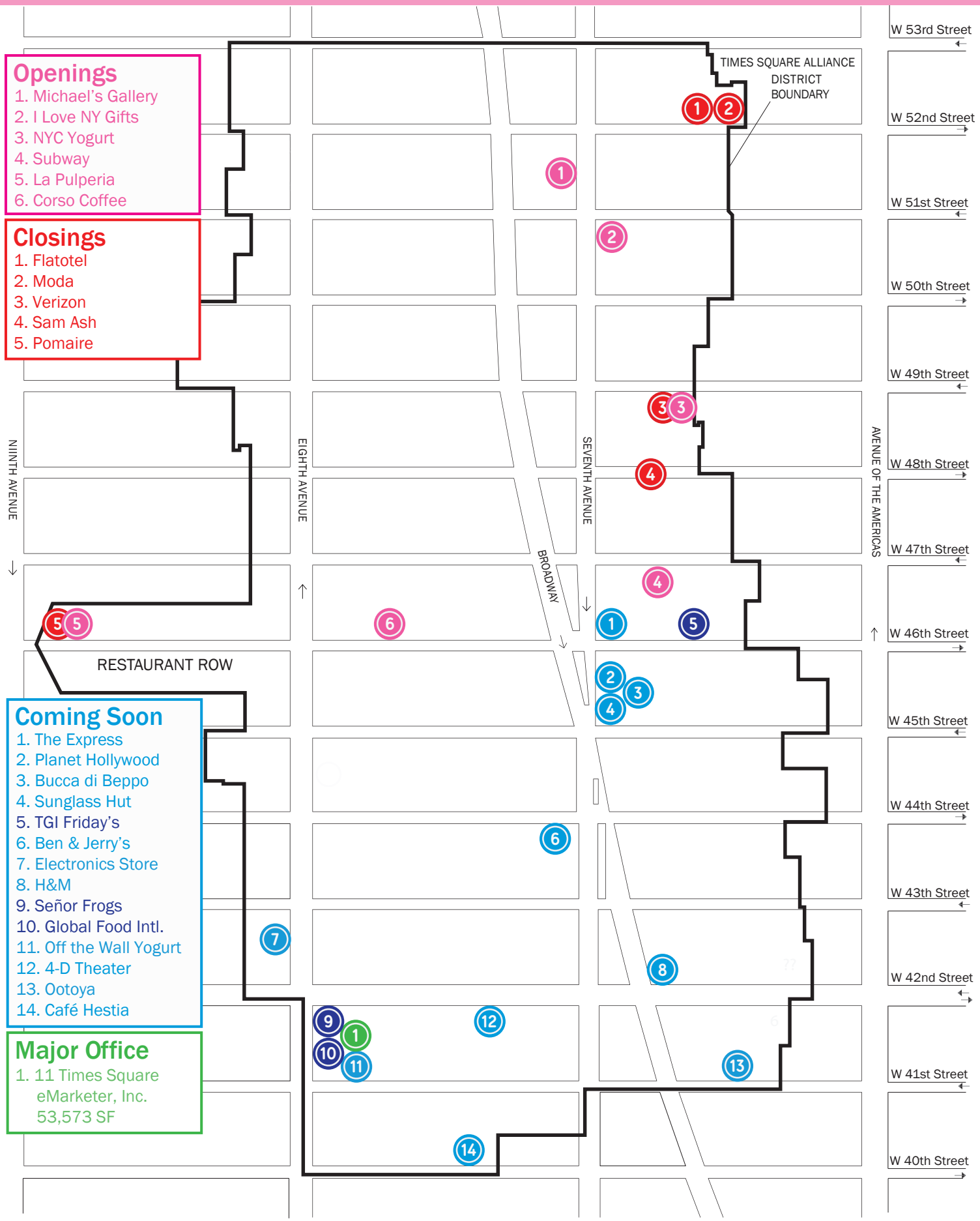


Pedestrian counts stayed low in February, improving only 0.8% over January. The last two weeks of the month saw weekend crowds pushing 350,000/day, the highest Friday/Saturday averages since New Year's Eve.

Real Estate saw a small decline in asking rates from January to February, largely driven by removal of above-market spaces in 11 Times Square and 620 8th Ave and additions of below-market spaces in 810 7th Ave.



FEBRUARY 2013 RETAIL/OFFICE MAP



Recent additions to "Coming Soon" in dark blue