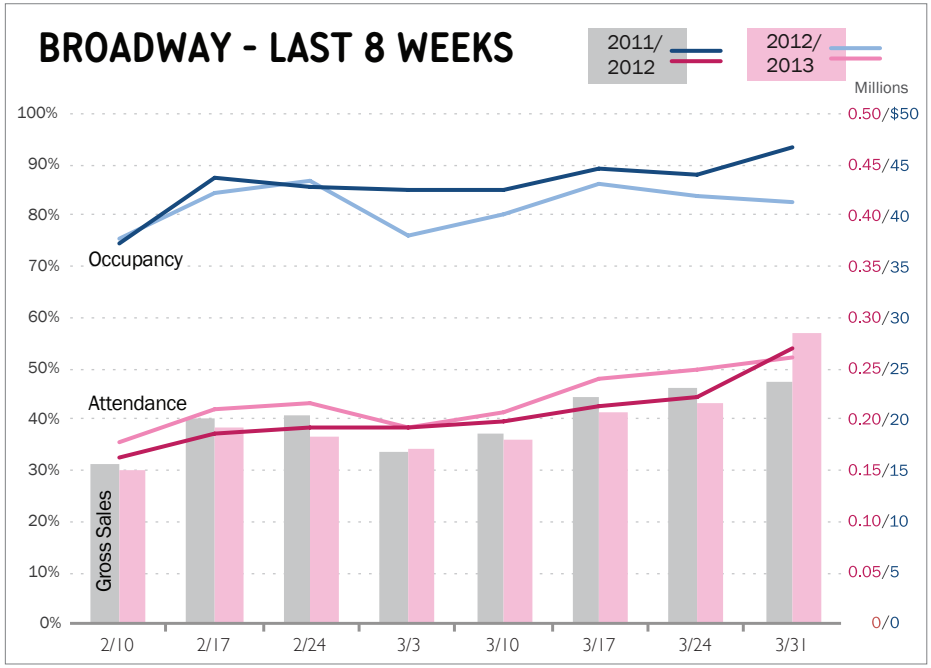
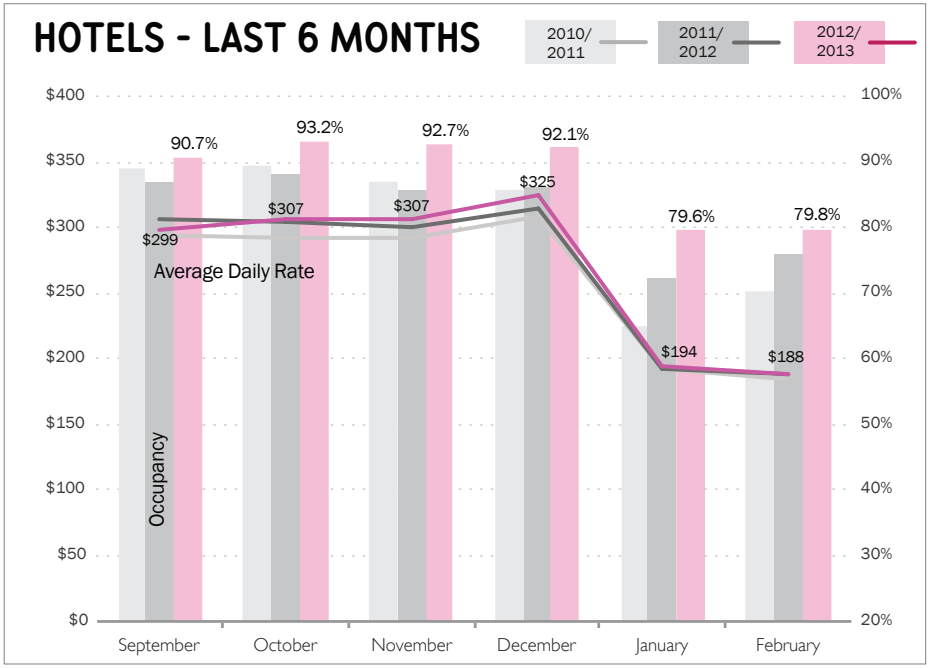
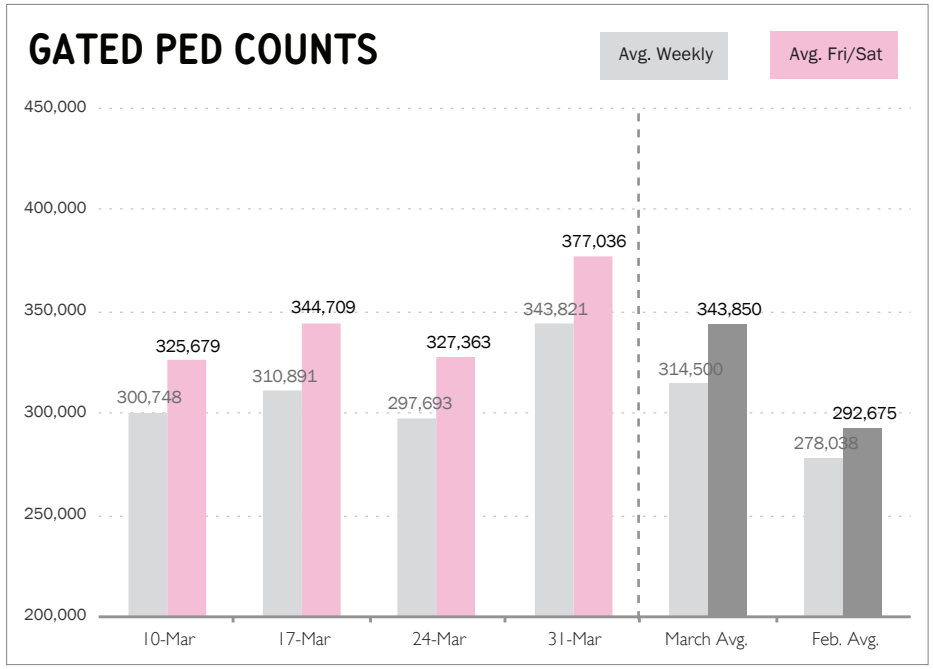
TIMES SQUARE - MARCH 2013 KEY INDICATORS REPORT



Broadway had a mediocre first three weeks of March, lagging 2012 by $3.2 million in gross sales and 60,000 in attendance. Theaters closed strong with an outstanding final week of $28.5 million in sales, 269,000 in attendance, and 93.5% occupancy. These indicators were well ahead of 2012, and perhaps a sign of a strong spring season to come.

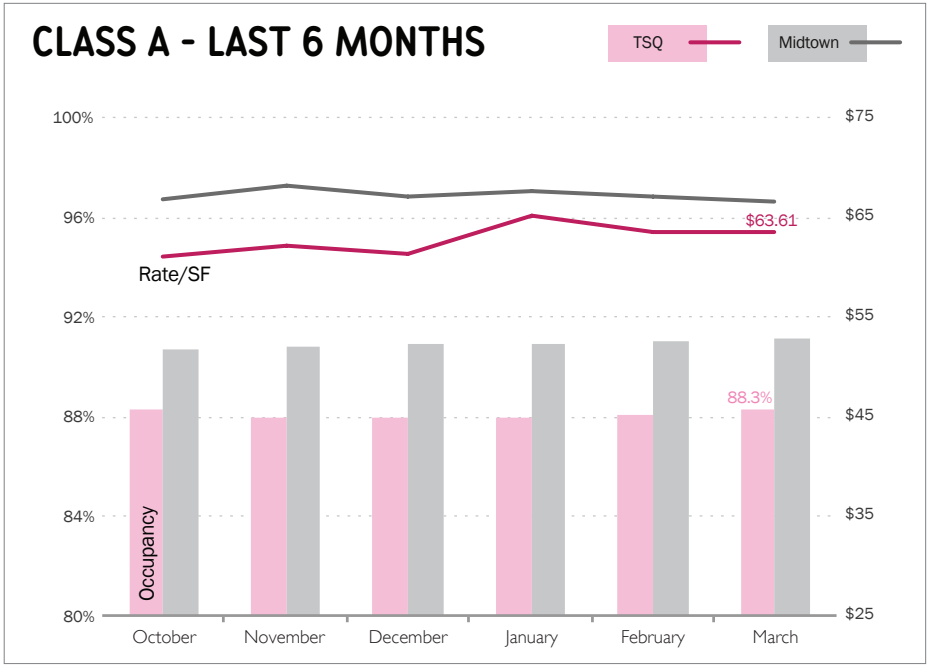
Hotels saw a slight decrease in rate from January to February, consistent with seasonal trends seen over the last few years. Occupancy was flat, and unremarkable compared to the record highs seen in the previous four months.



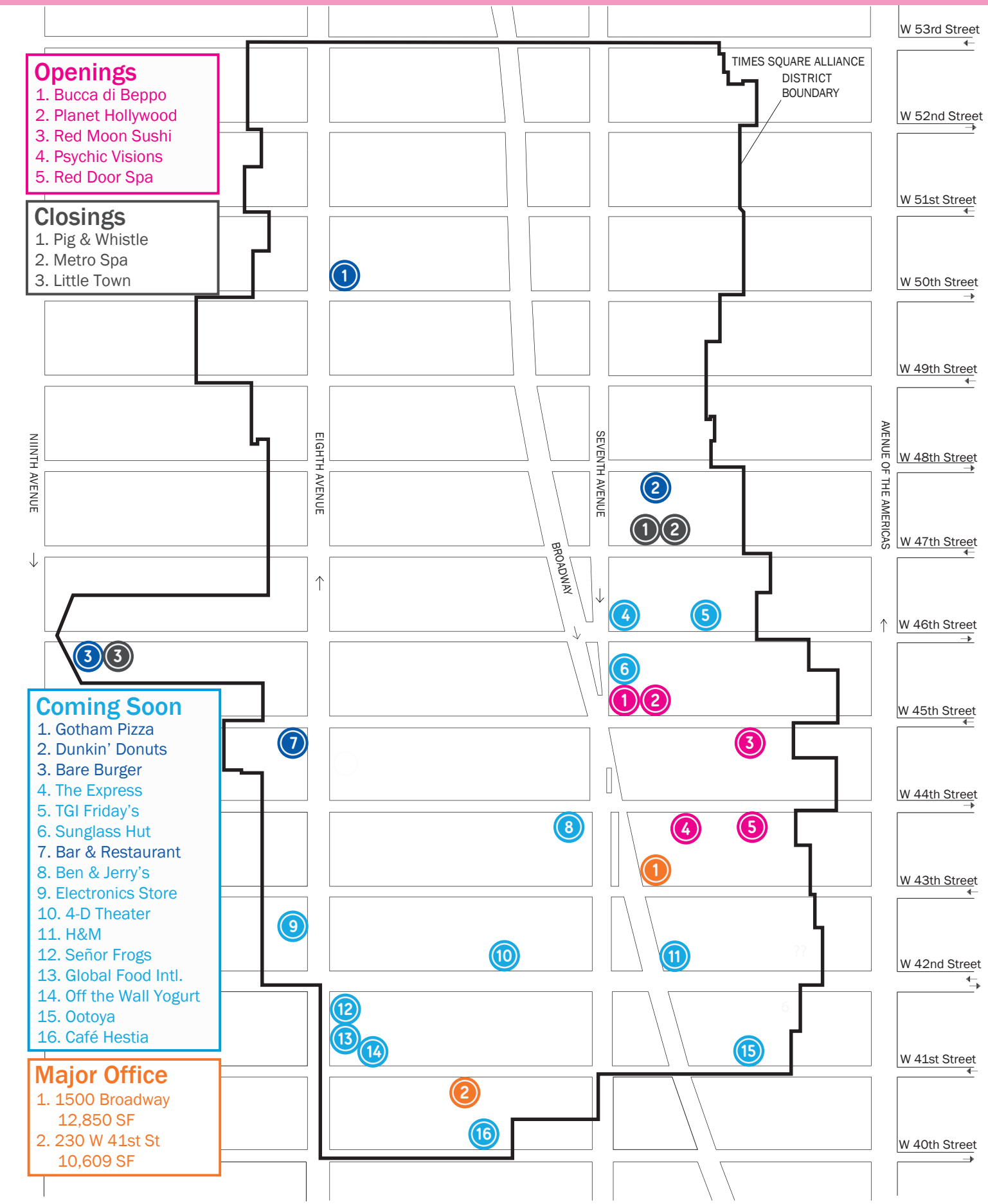


Pedestrian counts rose 13% as Times Square moved out of its winter slump. The final weekend of March was particularly strong, with over 390,000 pedestrians entering the Bowtie on Saturday the 30th, but counts from the 20th to the 31st were down 5% from March 2012, when the Springboard program began.

Real Estate saw virtually no change in occupancy or asking rate during March, as the month only saw three Class A leasings totalling 18,313 SF.



MARCH 2013 RETAIL/OFFICE MAP



Openings
1. Bucca di Beppo
2. Planet Hollywood
3. Red Moon Sushi
4. Psychic Visions
5. Red Door Spa

Closings
1. Pig & Whistle
2. Metro Spa
3. Little Town

Coming Soon
1. Gotham Pizza
2. Dunkin' Donuts
3. Bare Burger
4. The Express
5. TGI Friday's
6. Sunglass Hut
7. Bar & Restaurant
8. Ben & Jerry's
9. Electronics Store
10. 4-D Theater
11. H&M
12. Señor Frogs
13. Global Food Intl.
14. Off the Wall Yogurt
15. Ootoya
16. Café Hestia

Major Office
1. 1500 Broadway
   12,850 SF
2. 230 W 41st St
   10,609 SF

Recent additions to "Coming Soon" in darker blue