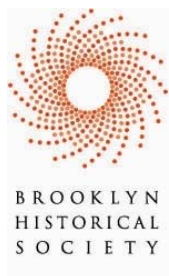


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FOR IMMEDIATE RELEASE**
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Real Estate Roundtable Launches New Season of Lunchtime Conversations on February 2 Joseph Sitt speaks on Coney Island, along with others.

Brooklyn, NY – The Brooklyn Real Estate Roundtable will kick off its 2010 quarterly luncheon series at noon, Tuesday, February 2, 2010, with four influential figures in the Brooklyn real estate market speaking at the event. The luncheons will be held at the Brooklyn Historical Society, 128 Pierrepont Street at Clinton Street, Brooklyn Heights throughout 2010.

Topics and speakers for the first quarterly luncheon include:

- **Joseph J. Sitt**, Chairman and CEO, **Thor Equities**, will describe the company's endeavors in Brooklyn and recent developments in Coney Island;
- **Fred Harris**, VP of Development for **Avalon Bay**, will speak about the company's newest project on Flatbush Avenue;
- **Regina Myer**, President, **Brooklyn Bridge Park Development Corporation**, will discuss the latest news on Brooklyn Bridge Park; and
- **Robert Scaglione** of **Rose Associates**, will explain the management, sales and leasing of buildings in Brooklyn including the Oro, the Brooklyner and 80 Dekalb.

The Real Estate Roundtable is a quarterly luncheon series dedicated to examining, analyzing, reviewing and predicting the critical issues in Brooklyn real estate. It's the only event where Brooklyn's real estate professionals gather to discuss timely and important issues affecting the industry. In 2009, more than 100 real estate professionals, including developers, architects, brokers, bankers, lawyers and retailers, attended each luncheon.

The 2009 Roundtable series featured speakers such as Council Speaker Christine Quinn; Jim Mamary, owner of Patois, Enduros and Pomme de Terre; Corcoran CEO Pam Liebman; and Jeffrey Levine, Principal of Douglaston Development and focused on topics from the financial crisis to the state of the Gowanus Canal. The Roundtable has tackled issues such as demographic changes, financing availability, transportation initiatives, hotel economics, crime and economic analysis, all with a Brooklyn focus.

Roundtable Steering Committee Chairman David Von Spreckelsen, Toll Brothers City Living Senior Vice President, says 2010 will be a pivotal year for Brooklyn real estate and the roundtable series:

"The 2010 Roundtable series will feature speakers who will share their varied perspectives on Brooklyn real estate, including the challenges, business opportunities and economic environment ahead. These conversations are always provocative, and networking opportunities abound. Additionally, the real estate community is really pleased to support the good work of the Brooklyn Historical Society with the fees for the series," said Mr. Von Spreckelsen.

The cost is \$1,000 for one ticket to all four luncheons or \$3,000 for four season tickets to all four luncheons.

To buy tickets online, visit <http://www.nycharities.org/events/EventLevels.aspx?ETID=959>. To mail payment for tickets, please fill out and mail the registration form available at http://www.brooklynhistory.org/support/pdf/2010_rer_invite.pdf. **Tickets will not be mailed.** Guest names will be held at the door. Sponsorship opportunities for the luncheons are available. For sponsorship opportunities or for more information, please contact the Brooklyn Historical Society at roundtable@brooklynhistory.org or 347.381.3705. Proceeds from all Roundtable luncheons benefit the Brooklyn Historical Society. **(continued)**

In addition to the February 2nd luncheon, luncheons in 2010 will be held May 4, August 3 and November 9.

Chaired by Mr. Von Spreckelsen, members of the Roundtable Steering Committee include:

Eric Brody, The Brody Group

Christopher Havens, Creative Real Estate Group

Paula Ingram, Ingram and Hebron

Michael Kaye, Douglaston Development

David Kramer, Hudson Companies

Ken Krasnow, Massey Knakal

Jason Muss, Muss Development

William Ross, Halstead Property

Joseph Sitt, Thor Equities

Jed Walentas, Two Trees Management

Press interested in attending should contact Allison Auldridge at 347-381-3703 or aauldridge@brooklynhistory.org . For more details about the Brooklyn Real Estate Roundtable and the February 2nd luncheon, please see the Roundtable link on the right-hand side of the Brooklyn Historical Society's web site at www.brooklynhistory.org.

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