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## **FOR IMMEDIATE RELEASE**

**PFIZER AND THE SUBLEASE MARKET BENEFITS LITIGATOR  
LIDDLE & ROBINSON IN TWO-PART DEAL BY VORTEX GROUP**

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NEW YORK, NY --- The trickle down theory is alive and well on Third Avenue—and Pfizer's fortunes are the reason why. With some of the company's leading products (including Viagra) at the top of the global market, the pharmaceutical giant is expanding rapidly and now responsible for approximately 2.1 million square feet of space in the New York area, much of it in Midtown. Growth has been so forceful that Pfizer has been negotiating to take back more space at its 685 Third Avenue facility, and in one recent case, a tenant was able to relocate from the building and expand into a larger space further north on Third Avenue.

The tenant, litigation specialists Liddle & Robinson, L.L.P., were themselves undergoing a major expansion, and the 20+-attorney firm needed more space. Negotiating on their behalf was The Vortex Group in a two-part transaction that required an early release from the legal firm's existing space at 685 Third Avenue, and the execution of a new, long-term lease for 20,000 square feet on the eighth floor at 800 Third Avenue. Liddle & Robinson subleased the 800 Third space from Vivendi Universal.

Asking rentals for the Third Avenue market sublease space range from the low \$30s to low \$40s per square foot.

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Vortex Liddle/2

President Frederick Kane Marek and Principal Vincent Tuminelli represented Liddle & Robinson in both transactions, and called the Pfizer expansion as a very positive force for Manhattan real estate.

Representing Vivendi were Marcus Rayner, Principal, Jane Roundell, Managing Director and Edward Wartels, Associate, of Cresa Partners.

Founded in 2003 as a boutique firm dedicated exclusively to tenant representation, The Vortex Group specializes in representing the interests of law firms, financial institutions and related companies in the upper tier of the Manhattan office space market.

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