

**Lease Beat**

## Exponential Interactive Moving to Pre-built Space at 292 Madison Avenue



**Exponential Interactive** has signed an 11,113-square-foot lease for the entire pre-built 11th floor at **292 Madison Avenue**.

“This lease is a further testament to the successful re-positioning of the property,” said **Gerard Nocera**, principal of **Herald Square Properties**, in a prepared statement. “Madison Avenue south of 42nd Street has become one of the city’s most active hi-tech corridors and our Soho-style pre-built offices are clearly conducive to these new tenant categories.”

Building owners **Marciano Investment Group** retained Herald Square Properties to reposition the 26-story, 204,000-square-foot building upon acquisition of the property in 2011. Herald Square Properties has assumed responsibility for the building’s operations and leasing activity, as well as oversight of a pre-built program designed by **Mufson Partnership** architects.

Headquartered in Emeryville, California, Exponential Interactive previously operated New York offices at **1359 Broadway**. The advertising intelligence provider boasts a client roster that includes **Verizon, AT&T, MasterCard** and **BMW**.

“We have been attracting high quality and credit tenants to 292 Madison Avenue as a result of the Soho-style pre-built campaign,” Mr. Nocera added. “Exponential Interactive is a growing organization with an impressive client roster.”

Later this month, 292 Madison Avenue will begin a nine-month retail renovation with plans to restore the 7,000-square-foot ground-level retail space.

**William Cohen** and **Ryan Kass** of **Newmark Grubb Knight Frank** represented ownership in the transaction. The tenant was represented by **Nicky Heryet** and **Stephen Bellwood** of **Cassidy Turley**.