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SL Green Signs Flagship Retail Lease with LINE FRIENDS at 1515 Broadway

NEW YORK--(BUSINESS WIRE)-- SL Green Realty Corp. (NYSE:SLG), New York City's largest commercial landlord, today announced it has signed a 10-year, 4,629-square-foot lease with LINE FRIENDS for a portion of the retail space at 1515 Broadway.

Strategically situated on the southwest corner of West 45th Street, LINE FRIENDS will have 65 feet of wraparound frontage and will benefit from the exclusive use of 1,314 square feet of LED signage in the heart of Times Square's Bowtie.

"We are thrilled to welcome LINE FRIENDS to the SL Green Retail portfolio," said Brett Herschenfeld, Managing Director.

"Times Square continues to attract strong global retail players. This premier Bowtie location will be LINE FRIENDS' first American flagship. It provides the brand with unparalleled 24/7 exposure to pedestrian traffic, as well as LED signage ideal for showcasing the company's retail products that complement its digital application."

Cushman & Wakefield's Steven Soutendijk, Glenn Yang and Molly Sandza represented LINE Corp. in the transaction, while RKF's Ariel Schuster, Ross Berkowitz and Jason Wecker acted on behalf of SL Green.

About SL Green Realty Corp.

SL Green Realty Corp., an S&P 500 company and New York City's largest office landlord, is a fully integrated real estate investment trust, or REIT, that is focused primarily on acquiring, managing and maximizing value of Manhattan commercial properties. As of December 31, 2016, the Company held interests in 127 Manhattan buildings totaling 47.8 million square feet. This included ownership interests in 28.1 million square feet of commercial buildings and debt and preferred equity investments secured by 19.7 million square feet of buildings. In addition, the Company held ownership interests in 30 suburban buildings totaling 4.8 million square feet in Brooklyn, Long Island, Westchester County, Connecticut and New Jersey.

About LINE FRIENDS.

LINE FRIENDS was created as sticker characters of top mobile messenger application "LINE", with is 220million active users globally. Users send around 2.4million stickers in their daily conversations, making the 11 characters their tool for communication. With 'Brown', "Choco" and "Cony" as its signature characters, LINE FRIENDS has more than 5,000 character products, animations, mobile games, cafés, hotels and even theme parks all around the world. In March 2015, LINE FRIENDS has been separated as an independent company. Having had opened 69 stores globally, LINE FRIENDS is implementing aggressive strategies based on stable sales in cities including Shanghai, Beijing, Chengdu, Hong Kong, and Seoul. LINE FRIENDS has collaborated with various renown brands such as LAMY, UNIQLO, L'occitane, Brompton, Samsung Electronics, Swarovski, Moleskine, Bearbrick etc.

For more information please visit: www.LINEFRIENDS.com

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