



Plans Revealed for TSX Broadway, Unprecedented Full-Building Experiential, Global Branding Platform in Heart of Times Square

\$2.5B development pioneers next frontier in future of retail, providing brands with global platform to engage and interact with consumers in most visible location on Earth

TSX Broadway will feature an integrated building experience including: permanent outdoor stage suspended 30 feet above Times Square, the largest and most technologically advanced signage and lighting package in Times Square, and 10 floors of flexible retail/experiential space

New York, NY (September 21, 2018) – L&L Holding Company, Maefield Development and Fortress Investment Group today revealed plans for TSX Broadway, a first-of-its-kind, ground-up, full-building promotional platform built for a new era of retail, advertising and marketing. Located in the heart of Times Square at 1568 Broadway, the project builds on the rich advertising and entertainment legacy of Times Square to create one building that can deliver an unprecedented range of customer engagement, entertainment and experience. TSX Broadway will provide a single brand with the most powerful marketing tool in the world, creating a dominant brand presence in the heart of the world’s most visited pedestrian destination.

Construction will begin on this historic project this winter, beginning with demolition of the existing tower. To make way for the new 550,000-square-foot, 46-story tower, the existing 1,700-seat landmarked Palace Theater will be elevated 30 feet and secured within TSX Broadway’s third floor where it will undergo a complete renovation. The \$50 million renovation effort will restore the theater’s interior to its original grandeur, delivering one of the most important theater restorations in the history of Broadway. In addition to meticulous interior restoration, new and necessary infrastructure and technology will be integrated into the 105-year-old structure. To prepare for the Palace Theater elevation, existing trusses will be removed, followed by the theater’s 30-foot lift. Once completed, an entirely new structure will be built around the Palace Theater.

“The future of Times Square will be shaped by its ability to maintain a lasting tradition of innovation and creativity,” said David Levinson, Chairman and CEO of L&L Holding Company. “The area’s existing real estate is not equipped to host global brands with the most innovative technology. Through a dramatic intervention, TSX Broadway will replace an aging hotel and sub-par retail with a state-of-the-art, experiential global branding platform in the heart of Times Square, the most visited pedestrian destination on earth.”

“This incredible project will be transformative for the advertising, marketing and retail industries. It combines all the key elements that brands are required to consider in today’s marketplace. TSX Broadway will be the only, full-building brand platform – located in the most powerful advertising market in the world,” said Andrew Essex, Founding CEO of Droga5 and author of, *The Death of Advertising: Why it Had to Die and the Creative Resurrection to Come*.

Essex, a consultant on the project, worked alongside the development team to help rethink how brands have traditionally used physical space to combine retail, experience and performance to activate an entire building as a brand platform.

Exclusive features of TSX Broadway include the only permanent outdoor stage in Times Square and the most technologically advanced signage and lighting package in New York City.

- **The only permanent outdoor stage in Times Square** – TSX Broadway will bring a new outdoor performance venue to Times Square, enabling events that last for days without any interruption to the streets or pedestrian flow for the first time ever. The stage will be suspended 30 feet in the air, overlooking the iconic TKTS ‘Red Steps’.
- **A state-of-the-art advertising canvas** – TSX Broadway will not only have an 18,000-square-foot LED sign, the largest transactional sign in Times Square, its technological capabilities will be unparalleled. TSX Broadway will boast the largest and most advanced signage and lighting package ever seen - including a full-building façade lighting system that activates the entire 46-story tower as a branded beacon.

In addition, the state-of-the-art building will be comprised of dedicated retail, food and beverage and hospitality spaces.

- **Ground floor retail** – 75,000 square feet of flexible retail space spanning ten floors, including 15,000 square feet on the ground floor and 100 feet of storefront facing Times Square, will accommodate 15 million guests annually.
- **Food and beverage** – TSX Broadway will be home to a 10,000-square-foot outdoor terrace – the largest in Times Square. The 30,000 total square foot dining destination will overlook the daily activity of Times Square and will have a dedicated entrance with a 90-foot exterior sign.
- **Hotel** – Every room of the 669-key luxury hotel will feature direct views of Times Square and floor-to-ceiling glass windows. 30 ‘Ball Drop Suites’ will be perfectly positioned to comfortably view the excitement and energy of New Year’s Eve.

For additional information about TSX Broadway and Times Square, visit [TSXBroadway.com](https://www.tsxbroadway.com).