



Prudential
Douglas Elliman
Real Estate

~~September 20, 2009~~
 October 15, 2009

575 Madison Avenue
 New York, NY 10022
 Bus 212 891-7000 Fax 212 891-7209
 www.elliman.com

JMS

Claude Simon
 160 Madison Ave
 New York, NY 10016

Re: 160 Madison Ave, Ground Retail

Dear Mr. Claude Simon:

Through Ilan Bracha and the Bracha Group of our Commercial Brokerage Department, you, the Principal, have employed Douglas Elliman ("Agent" or "We") as a real estate broker with the exclusive right to lease or sell the above-captioned property (the "Property") on the following conditions:

1. The Agent pays all advertising and marketing costs.
2. We are authorized to offer the property for sale at a price of (tbd), and for lease at a price of \$18,750.00.
3. On and after the effective date hereof, and thereafter during the term of this agreement, you agree to refer to Agent all offers and inquiries regarding the Property, and Agent agrees diligently to investigate and develop such offers or inquiries and to canvass, solicit and otherwise employ its services to endeavor to lease or sell the Property.
- 4a. You agree to pay and Agent agrees to accept as full compensation for its services a brokerage commission equal to:
 - a) 6% of the selling price.
 - b) The following lease transactions:
 - 6% for the first year or any fraction thereof.
 - 5% for the second year or any fraction thereof.
 - 4% for the third year up to and including fourth year.
 - 3% for the fifth year up to and including the eighth year.
 - 2.5% for the ninth year up to and including the tenth year.
 - 2% for the eleventh year up to and including the twentieth year.
 - 1.5% for the twenty-first year and beyond.

If the lease contains an option(s) for the tenant to extend the term, and the tenant exercises such option(s), upon such exercise of the option by the tenant, additional brokerage commission will be immediately due to Agent, to be calculated as if the first year of such option were the next year after the term of the original lease (and preceding option(s) if applicable).

- 4b. The brokerage commission which would be earned is to be paid as follows:
 - Under 4a.(a.) Upon closing of the sale of the Property.
 - Under 4a.(b.) Upon receipt by the Principal of the advance rental.

AT THE TIME OF CLOSING, YOU MAY BE REQUIRED TO DEPOSIT THE BROKER'S COMMISSION WITH THE COUNTY CLERK IN THE EVENT THAT YOU DO NOT PAY THE BROKER HIS OR HER COMMISSION AS SET FORTH HEREIN. YOUR OBLIGATION TO DEPOSIT THE BROKER'S COMMISSION WITH THE COUNTY CLERK MAY BE WAIVED BY THE BROKER.

- 4c. In the event any lease or sale is not executed by both Principal and the tenant/buyer for any reason whatsoever, no commission shall be due and payable under this agreement.

All information furnished regarding property for sale, rental or financing is from sources deemed reliable. No representation is made as to the accuracy thereof and it is submitted subject to errors, omissions, change of price, rental, commission or other conditions, prior sale, lease or financing, or withdrawal without notice.

- 4d. [Provision for commission if Property sold to a tenant procured by Agent.]
5. Agent is authorized to and shall use the services of outside brokers. If a licensed real estate broker other than Agent is the effective procuring cause of any lease or sale, Principal will pay Agent the commission set forth in paragraph 4a. and Agent will pay such other broker an amount it shall negotiate with such other broker and will retain the remaining amount as Agent's compensation. In no event shall the Principal be liable for a commission greater than that set forth in paragraph 4a..
 6. The appointment under this agreement of Agent as sole and exclusive agent for the rental or sale of the Property shall become effective as of the date of execution hereof and such appointment hereunder shall remain in full force and effect for 180 days.
 7. If within six (6) months from the termination of this agreement, Principal enters into a transaction with any prospect with whom negotiations are pending at the time of such termination as set forth on a list to be furnished to Principal by Agent within ten (10) business days after the termination of this agreement, Principal will pay to Agent the commission as outlined in this agreement as if this agreement was not canceled.
 8. This agreement contains the entire understanding of the parties and it may not be changed or modified orally but only by written instrument signed by duly authorized officers of the parties hereto.
 9. This agreement shall be binding on the parties hereto, their successors and assigns, except that this agreement shall not be assigned by Agent without Principal's prior written consent.
 10. In the event of a sale, conveyance or other disposition of any portion of Principal's interest in the Property, the Principal shall remain responsible to pay Agent the commissions due and which may thereafter become due hereunder, unless Principal shall obtain from the grantee of its interest and deliver to Agent, an agreement, in form and substance and from a party reasonably acceptable to Agent and whereby the grantee assumes Principal's obligations hereunder, in which event the Principal shall be relieved of its obligation hereunder, which are so assumed by the grantee.
 11. Principal represents to Agent that Principal owns the Property and has the authority to execute this agreement and to effectuate a conveyance or lease of the Property at the terms set forth in this agreement or such other terms the Principal may agree upon.

Very truly yours,
Douglas Elliman, LLC.

By: _____
Steven James
Executive Vice President
Director of Sales

Ilan Bracha
Exclusive Agent

AGREED TO AND ACCEPTED

By: _____
Claude Simon

Date

ILB