

Extell and Kidville, NY Strike “Family-Friendly” Deal.

New York, NY ---Kidville, NY and the Extell Development Company today announced a unique partnership that will provide family oriented amenities for the residents of two upcoming Extell Buildings; The Rushmore (Riverside Boulevard and 64th) and a yet to be named development on 85th and Lexington.

Each condominium purchaser at these exclusive buildings will receive free membership and developmental classes at the near-by Kidville locations (163 East 84th Street and 466 Columbus Avenue). Kidville will also collaborate with Extell on the design of on-site children facilities as well as orchestrate family events on-site at these properties.

Additionally, the two entities have forged a joint marketing agreement whereby Extell will be the exclusive development company recognized in the Kidville Program Guide Magazine which is distributed to over 100,000 New York families each semester.

Extell Development CEO Gary Barnett said, “We are excited by our partnership with Kidville which has quickly become the leader in providing exceptional children’s services to families throughout New York. It will provide our home-owners with a unique experience that cannot be found at any other residential buildings.”

Andy Stenzler, co-founder of Kidville, said “We are elated that we will be able to provide Kidville services to residents of these two fabulous, family oriented buildings. The opportunity to work with a world class industry leader like Extell makes this partnership extremely exciting for our team.”

About Extell Development Company

Extell Development Company is a nationally acclaimed real estate developer of residential, office, hotel, and retail properties. Distinguished by innovative thinking, Extell exceeds market expectations while delivering the dream behind each building.

Among Extell’s current New York developments is Orion in the Theater District, one of Manhattan’s six tallest residential buildings. In Chelsea, Altair 18 and Altair 20 condominiums introduced an unmatched level of design to loft living. Ariel East and Ariel West, two exquisite glass towers, bring a new dimension of design and lifestyle to the West 90s. At 995 Fifth Avenue, The Stanhope is being meticulously restored and converted to masterwork residences with lavish interiors by John Simpson.

Extell is presently developing Riverside, an emerging premier neighborhood on the Upper West Side. The Rushmore joins the Avery as the second in a family of buildings to offer a unique level of sophistication. These buildings will feature the luxury layouts and services that make Extell buildings stand apart, uniquely complemented by direct river views and park access rarely found elsewhere in Manhattan.

Extell’s 85th and Lexington building will be the premier new luxury development on Manhattan’s Upper East Side, offering unprecedented modern family living in a Cook + Fox designed building. The 18-story all glass tower will feature beautiful family-sized homes, extraordinary amenities including exquisite finishes, an indoor pool and a La Palestra wellness center.

Other notable projects include the award-winning redevelopment of the Insurance Exchange Building in downtown Chicago; The Belnord, a landmark, trophy residential building in New York; the W Hotel in Times Square; and the luxury Inter-Continental Hotel overlooking Boston Harbor.

About Kidville, NY

Named 'Best of' by New York Magazine, Kidville, NY operates upscale, 20,000 square foot facilities catering to newborns through five year old children and their families. In addition to offering a wide range of developmental classes including Bach to Rock, Run Wiggle Paint and Giggle, Big Muscles for Little Babies, Silver Spoons and Plastic Plates, Kidville, NY features an indoor playground, a café, a retail boutique, and the Kidville Salon. Silver Membership is free with enrollment in any Kidville class while upgrades to Gold, Platinum and Diamond (all-access pass for both NYC locations) levels are also available.

The Kidville, NY concept started when Shari Misher Stenzler, President of London Misher Public Relations, found herself carrying her baby and stroller down a long flight of stairs for her child's first music class. "There must be a better way," she thought and began informally polling friends and fellow parents about their needs.

Fun and familiar geometric shapes are the design foundation for Kidville, NY's interior space. Used with vibrant colors, the design elements encourage exploration and intuitively guide children throughout the space. This playful and cross-functional design provides the perfect setting for everything from intimate classes to "Big Blow Out" birthday parties.

Other Kidville, NY Founders include Cosí Co-Founder Andy Stenzler, tennis stars Andre Agassi and Steffi Graf, patron of the arts Laurie Tisch, Emanuel and Liz Stern (HartzMountain Realty/Tribeca and SOHO Grand Hotels), Richard Chapman and Gordon Hamm (GMC Parking Chain) and Kidville Mayor Rammy Harwood.