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## **MEDIAMATH TO MOVE TO 4 WORLD TRADE CENTER**

*With 100,000+ square feet lease, MediaMath Joins Downtown's  
Growing Ranks of New Economy Companies*

NEW YORK, July 21, 2014 – Silverstein Properties announced today that [global technology company](#) MediaMath has signed a 15-year, 106,000 square foot lease at 4 World Trade Center.

The company will consolidate its more than 300 NY-based employees from three Midtown locations into the 44th, 45th, and 46th floors of 4 World Trade Center when it moves into the 72-story tower in early 2015.

MediaMath joins a growing and diverse group of companies that have made long-term commitments to the new World Trade Center, and becomes the first global marketing technology company to commit to 4 WTC. As DoubleClick anchored Midtown South, as Google anchored the Meatpacking district, having an anchor technology leader provides a magnet for others. This comes on top of more than five million square feet of office space that has been leased at the WTC by such blue-chip tenants as Condé Nast, Moody's, GroupM, BMI, Omnicom, WilmerHale, *Fast Company* and *Inc.* magazines.

With the signing of MediaMath, 70 percent of the 7.4 million square feet of newly built space at One, 4 and 7 World Trade Center has now been leased.

“MediaMath’s decision to relocate to 4 WTC proves that New Yorkers were right to bet on Downtown. The new World Trade Center is emerging as the commercial heart of the city’s hottest neighborhood,” said Silverstein Properties Chairman Larry A. Silverstein. “I am thrilled to welcome MediaMath, which represents the technology, advertising, media and information companies driving the City’s new economy and Downtown’s future.”

“MediaMath has been blessed with outstanding growth over the past seven years, which is a testament to the market’s need for a transformation in digital marketing through software, and the service that makes it work for you,” said Joe Zawadzki, the company’s CEO. “We want that software to be on the desktops and tablets of every professional marketer in the world; we worked hard to find a property and a developer that matched the scope of our vision.”

Zawadzki continued, “Tal Kerret, the Chief Investment Officer, and the entire Silverstein team, made this happen by creating flexible and creative solutions tailored to the evolving needs of our fast-growing, dynamic company.”

“We are delighted to be partnered with Silverstein Properties and their vision and commitment to the technology and media communities. We look forward to bringing our talent, energy, and culture to Lower Manhattan and look forward to our clients and partners doing the same. Come on in, the water’s warm,” finished Zawadzki.

Silverstein’s World Trade Center President Janno Lieber said: “What we are seeing is a major shift in momentum favoring the World Trade Center. 4 WTC has been open for barely six months, but is already getting serious attention from virtually every major tenant. This is the same pattern we saw at 7 WTC, which has been fully leased for several years. Companies are moving Downtown in record numbers. And all of the projects at the WTC – the Memorial, Museum, office buildings, and transit hub –are either open or on schedule to be completed soon. We are in the process of financing 3 WTC and are on target to complete and open the building as planned.”

Lease negotiations for MediaMath were handled by a CBRE team, led by Harly Stevens and Mike Rizzo. Jeremy Moss, Director of World Trade Center Leasing for Silverstein Properties led the negotiations for the landlord, together with the CBRE agency team including Mary Ann Tighe, Steve Siegel, Ken Meyerson, Adam Foster, Steve Eynon, Evan Haskell and David Caperna.

According to the Downtown Alliance, 511 firms have moved to Lower Manhattan since 2005, leasing a total of 12.3 million square feet (1.14 million square meters). 226 of those companies have been in creative or professional services, taking 51 percent of the space leased.

In its 2013 report, “Brain Gain,” the Downtown Alliance explained, “The high-value knowledge workers who drive the region’s economy – the people companies want to hire – increasingly live within a 30-minute commute of Lower Manhattan. Extensive residential development and dramatic neighborhood revitalization in Manhattan, Brooklyn, and New Jersey’s Hudson River waterfront cities have attracted huge numbers of young, educated people, workers in the professional and creative fields that drive leasing in New York City – who prefer apartment living and shorter commutes via subway, PATH, ferry, bike and foot to suburban life and lengthy commutes via heavy rail or car.”

“Over the past several years, Lower Manhattan has seen a surge of 5 million square feet of relocations,” said Alliance for Downtown New York President Jessica Lappin. “MediaMath’s move from Midtown is one more piece of evidence showing that the gravity of Lower Manhattan is only growing. Marketing and advertising firms are flocking to the area and we’re thrilled to welcome MediaMath’s more than 300 NY-based employees to this dynamic community.”

“MediaMath has clearly done the numbers and it all adds up to 4 World Trade Center,” said Catherine McVay Hughes, Chair of Community Board One. The World Trade Center is at the heart of Lower Manhattan, the fourth largest business center in the country, and the place to be for our city’s leading new-media companies. What was new for our founding fathers is new again, today.”

#### **About 4 World Trade Center**

Designed by Pritzker-prize winning architect Fumihiko Maki to meet a LEED Gold standard of sustainability, 4 WTC is a model of transparency and efficiency.

The 977 foot (298 meter) building contains 2.3 million square feet (213,680 square meters) of light-filled, green and high-tech office space spread over 56 office floors. In addition to MediaMath, which will occupy almost three 44,000 square feet (4,088 square meters) office floors in the middle of the building, 520,000 square feet of the office space in the tower is currently being built out to become the new

headquarters of the Port Authority of New York & New Jersey. Another 600,000 square feet is being occupied by the City of New York.

4 WTC was designed to enliven and seamlessly integrate into Downtown's streetscape, with a major concentration of retail – both at the street-level and in underground pedestrian concourses that lead directly to 11 subway lines and the PATH trains. All of the retail will open in tandem with the World Trade Center Transit Hub in 2015.

For more information and regular updates on 4 World Trade Center, please visit [4WTC.com](http://4WTC.com) and follow **4WTC** on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

### **About MediaMath**

MediaMath ([mediamath.com](http://mediamath.com)) is a global technology company that's leading the movement to revolutionize traditional marketing and drive transformative results for marketers through its TerminalOne Marketing Operating System™. A pioneer in the industry introducing the first Demand-Side Platform (DSP) with the company's founding in 2007, MediaMath is the only company of its kind to empower marketers with an extensible, open platform to unleash the power of goal-based marketing at scale, transparently across the enterprise. T1 activates data, automates execution and optimizes interactions across all addressable media, delivering superior performance, transparency and control to all marketers and better, more individualized experiences for consumers. It has a seasoned management team leading 13 global locations across five continents. Key clients include every major agency holding company, operating agency and top brands across verticals.

### **About Silverstein Properties**

Silverstein Properties, Inc. (SPI) is a privately-held, full-service real estate development, investment and management firm based in New York. Founded in 1957 by Chairman Larry Silverstein, the company develops and acquires office, residential, hotel and retail properties. SPI has developed, owned and managed more than 35 million square feet (3.25 million square meters) of commercial, residential and retail space, including 7 World Trade Center, the first LEED-certified office tower in New York City, which opened in 2006 and 4 World Trade Center which opened in November 2013.

Currently, the firm has \$10 billion of development underway: Four Seasons Resort at Walt Disney World, Four Seasons Downtown New York Hotel and Private Luxury Residences and 2 and 3 World Trade Center. In addition, SPI is focused on joint ventures for development and acquisitions in Europe, Asia and Israel. The company has been recognized as one of the “Best Places to Work in New York City” by *Crain's New York Business* for the past six years.

For further information on Silverstein Properties, please visit [www.silversteinproperties.com](http://www.silversteinproperties.com) or <http://www.wtc.com>.