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KNICKERBOCKER LOFTS BRINGS DRAMATIC RESIDENCES TO LANDMARK BUILDING IN NEW ROCHELLE

The Knickerbocker Press Building, a landmark in New Rochelle, N.Y., for more than a century, is about to start a new life as dramatic SoHo-style live-work lofts.

Knickerbocker Lofts is Westchester's only true loft-style building, with oversized windows, exposed brick, large wooden beams and ceilings up to 14 feet high. The beautiful 19th century factory building (which is on the National Register of Historic Places) has been renovated to provide modern conveniences, while retaining the building's handsome weathered brickwork and timbers.

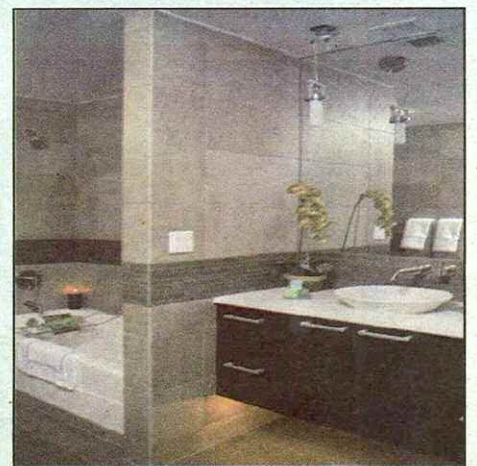
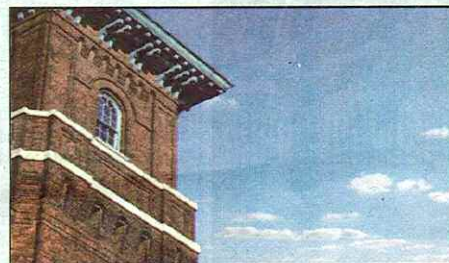
"Knickerbocker Lofts creates a balance of living, playing and working," said Martin Ginsburg of Ginsburg Development Companies, which is developing Knickerbocker Lofts in partnership with Urban Green Builders. "You have the flexibility to create your own personal space, including an office or studio if you want."

Reflecting this uniqueness, a four-story-tall watchtower rising above the main roofline has been turned into a one-of-a-kind, five-level residence highlighted by an upper room with large windows on all four sides, offering 360-degree views. All of the homes in the building at 52 Webster Avenue have modern kitchens with European-style custom cabinets, elegant spa-style baths and specially designed lighting.

In addition to striking residences ranging from 660 square feet to 2,146 square feet in size, Knickerbocker Lofts has a full array of lifestyle amenities. The building features a cyberdoorman with 24-hour virtual concierge service and security, a clubroom with a fireplace, and a rooftop terrace with shaded and sunny areas offering panoramic views of the surrounding city.

Special introductory prices for Knickerbocker Lofts' 45 residences start at \$370,000, according to The Developers Group, exclusive sales and marketing agents for the development, with occupancy expected in late Autumn of 2007.

Knickerbocker Lofts is conveniently located in New Rochelle, a central location a half-hour from New York City and suburban employment and retail centers such as White Plains, N.Y.; Greenwich, Conn.; and Stamford, Conn.



For more information or to schedule a tour, visit www.knicklofts.com or call (914) 235-8200.