

THE COMMERCIAL OBSERVER

January 17, 2011 - By Laura Kusisto

IN THE NEWS

Pablum Peddler Jumps to Rudin's 415 Madison



415 Madison Avenue

It comes as no surprise that free editorial content is all the rage these days

North American Precis Syndicate (NAPS), a 50-year-old New York-based public-relations firm that provides free articles to American newspapers, has subleased a **14,315-square-foot** space at 415 Madison Avenue.

“This is a strategic move for North America Precis Syndicate that enables them to expand in a very desirable location,” said **Peter Sabesan** of **Coldwell Banker Commercial Hunter Realty**.

This comes as less good news for the Empire State Building, in which NAPS was a longtime tenant.

Coldwell Banker Commercial Hunter Realty's Mr. Sabesan, along with **Thomas P. Sullivan** and **Wayne Siegel**, represented the tenant. **Leon Manoff** and **Dolores Menardi** of **Colliers International** represented the building owner, **Rudin Management**.

lkusisto@observer.com

