

January 6, 2010

## Hidroock honored

Hidroock Realty Inc., the Manhattan-based private real estate firm, announced its selection as winner of the 2009 Property Improvement Award from the Fashion Center Business Improvement District.

The award is in recognition of its significant renovations at 53 West 36th Street.

"We are proud of our accomplishments at the 53 West 36<sup>th</sup> Street property," said Eddie Hidary, vice president at Hidroock Realty.

"With a \$3 million dollar building-wide renovation project, we were able to effectively improve the building's overall look and feel, as well as its efficiency, including a complete redesign of the lobby, front entrance and façade.

"We are really pleased with the work that has been done to completely transform this building into a modern and sleek office environment and we look forward to completing similar projects in the future."

Previous recipients of this award include Newmark Knight Frank and Wien & Malkin.

Built in 1920 with renovations completed in 2008, the 72,000 s/f building is 99% occupied.