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**THE SAPIR ORGANIZATION TO INSTALL WALL STREET JOURNAL OFFICE NETWORK  
IN FOUR PREMIER MANHATTAN PROPERTIES**

**New York, NY (July 17, 2007)** – Office Media Network (OMN), developer of The Wall Street Journal Office Network (The WSJ Office Network), today announced an agreement to install this leading business news and communications service in four of The Sapir Organization’s premier office buildings in Manhattan.

The WSJ Office Network, launched in 2006 by Dow Jones & Company and OMN, is a communications service that delivers the world’s leading business news, information and customized announcements to office buildings on state-of-the-art, flat-panel LCD screens.

“The Network will be a great enhancement to the existing lobby experience for our clients and guests by broadcasting news from *The Wall Street Journal*, as well as important building and life safety information,” stated Alex Sapir, president, The Sapir Organization. “By continuously striving to provide our clients with the latest and best upscale amenities and technologies, such as The Wall Street Journal Office Network, we are better positioned to attract and retain tenants in today’s competitive real estate environment.”

The screens will be installed in 11 Madison Avenue, 260 Madison Avenue, 261 Madison Avenue, and 100 Church Street, representing over 4 million square feet of prime New York commercial office space. The layout and positioning of the screens will be customized to enhance the unique attributes of each building’s lobby.

The landmark 11 Madison Avenue, anchored by the North American headquarters of Credit Suisse, is one of the most technologically advanced properties in Manhattan due to its modern building systems, advanced telecommunication systems and on-site high-tech conference and meeting spaces. 100 Church Street, a one-million-square-foot office tower adjacent to the future Freedom Tower, and the 261 Madison Avenue and 260 Madison Avenue office buildings are also home to a number of leading financial, insurance and publishing companies.

“We are excited about partnering with The Sapir Organization to deliver The Wall Street Journal Office Network to their tenants and guests in Manhattan,” stated Jim Harris, chief executive officer, Office Media Network. “The advanced communication capabilities of The Wall Street Journal Office Network are a perfect fit for The Sapir Organization’s technologically sophisticated buildings, and further exemplify the growing trend among property owners and managers to provide their clients with the newest upscale amenities.”

The WSJ Office Network provides building tenants and visitors with up-to-the-minute news from the Journal’s main sections and market indexes, weather and scrolling breaking-news headlines. Building owners can also use the Network to communicate important announcements to tenants regarding building-related events, maintenance and security.

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### **About The Sapir Organization**

The Sapir Organization is a privately held, New York-based real estate holding and development firm with over 7 million square feet of prime Manhattan commercial office space. Founded by Chairman Tamir Sapir, the company is embarking on ambitious new residential and multi-use projects under the leadership of its President Alex Sapir. The Sapir Organization owns significant architectural landmarks throughout Manhattan, including 11 Madison Avenue and the Duke Semans Mansion, as well as 2 Broadway, 260 Madison Avenue, 261 Madison Avenue, 384 Fifth Avenue, 100 Church Street, and two residential buildings, 50 Murray Street and 53 Park Place. Additionally, the company is expanding its reach with SDS Investments, an investment and development company that funds a wide range of real estate projects. Sapir is at the forefront of the revitalization of downtown Manhattan and currently has projects in the U.S. and Mexico in excess of \$1.5 billion.

### **About Dow Jones & Company**

In addition to The Wall Street Journal and its international and online editions, Dow Jones & Company (NYSE: DJ; [www.dowjones.com](http://www.dowjones.com)) publishes Barron’s and the Far Eastern Economic Review, Dow Jones Newswires, Dow Jones Indexes, MarketWatch, and the Ottaway group of community newspapers. Dow Jones is owner of Factiva and co-owner with Hearst of SmartMoney. Dow Jones also provides news content to CNBC in the U.S. and operates The Wall Street Journal Radio Network in the U.S.

### **About Office Media Network**

Office Media Network ([www.officemedia.com](http://www.officemedia.com)), developer of The WSJ Office Network, is a leading place-based integrated marketing and communications company. OMN creates and manages solutions to support the needs of real estate owners and their customers, by combining advanced technology, world-class content, and an experienced management team. The company is backed by Lake Capital ([www.lakecapital.com](http://www.lakecapital.com)), a Chicago-based private equity firm with more than \$1.3 billion in equity commitments that invests in services companies.