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NEW YORK BROKERAGE, PLATINUM PROPERTIES, OPENS MIDTOWN EAST OFFICE AT 295 MADISON AVENUE

Wednesday, March 24, 2010 - In an effort to accommodate their growing business throughout Manhattan, brokerage firm, Platinum Properties, has opened a new office in Midtown East. Located at 295 Madison Avenue on 41st Street, the mid-sized office is just one block from Grand Central Terminal and will serve as the perfect complement to the firm's two other locations, including its corporate headquarters at 30 Wall Street and international office at 101 Avenue des Champs Elysées in Paris, France.

"After years of enjoying success on Wall Street and becoming one of the leading brokerage firms downtown, we continued to see a growing demand from our clients for luxurious rentals and sales in Midtown and the Upper East Side," said Khashy Eyn, President and CEO of Platinum Properties. "Our new Midtown office will allow us to serve those broadening interests and will also be a great opportunity to expand our business to a wider demographic."

Platinum's new office is located in the 45-story Lefcourt Colonial Building, which was built in 1930 with an Art Deco décor. It currently houses 10 Platinum agents and is led by Don Dascoli, the firm's new Director of Sales and Leasing.

Dascoli, who recently joined the Platinum team, has been in the brokerage business for a period spanning five decades, holding various positions from real estate agent to chief operating officer. He most recently served as chief executive officer for two companies in Manhattan and New Jersey, where he ran and managed offices in many of the city's prime rental neighborhoods including the Financial District, Gramercy Park, Kips Bay, Murray Hill, Midtown East, the Upper East Side and Upper West Side. These neighborhoods will serve as the central focus for Platinum's new office under Dascoli's lead.

"We are excited to have Don join Platinum," adds Eyn. "We have known each other and worked in the business together for the past 10 years, and I really value his experience and believe he will be a great asset to our team. Under his helm, we anticipate that this new office will enable the firm to contract additional business in not only Midtown East, but throughout Manhattan."

Established in 2005, Platinum Properties is a Wall Street-based real estate services firm with a steadily growing sales staff of more than three dozen street savvy agents that average 25 years of age. The company represented the buyers on some of the City's most notable residential transactions, including the \$33.7 million sale of the final three penthouse units at Trump World Tower, the \$7.82 million sale of the most expensive single residential unit in the Financial District at The Setai, New York, the combined sale of \$5.3 million for two of the city's most luxurious penthouses at William Beaver House, which had previously been on the market together for over \$10 million, and the recent \$9.9 million sale of the oceanfront triplex penthouse apartment at The Continuum tower in Miami Beach, which closed in just 48 hours. In addition to sales and rentals, the firm has expanded its services into property management, including its successful Platinum Management program, which has proven instrumental in serving the needs of international investors looking to own and manage property in Manhattan, as well as launched an on-site leasing and sales division. For more information about Platinum Properties, call (212) 825-0050 or visit www.platinumpropertiesnyc.com.