

FOR IMMEDIATE RELEASE

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CONTACT: Maria La Freniere
(908) 245-5999 x 10
maria.lafreniere@realstrat.com

**PRINCETON COMPANY RENEGOTIATES HQ LEASE
A WIN FOR TENANT, LANDLORD, AND NJ**

Kenilworth, NJ: Andrew B. Zezas, Relationship Manager, Strategist, and President of Real Estate Strategies Corporation announced today that the Company completed a lease re-negotiation transaction on behalf of Princeton Softech, Inc., in Princeton, New Jersey. The completed transaction was a 43,000 square foot, seven year lease for Princeton Softech's headquarters.

According to Andrew Zezas, "After interviewing more than six major real estate service companies, Princeton Softech engaged Real Estate Strategies Corporation because of our approach to helping companies create and execute business driven real estate solutions. We were very excited about being engaged by Princeton Softech, because as a fast growth company, they precisely fit our client profile and they confirmed that our approach was exactly what they were looking for." Zezas went on to say "After evaluating Princeton Softech's business requirements and planning alternative strategies that would support those objectives, we recommended that the Company re-negotiate the terms of its existing lease and remain in its current location. The resulting transaction accomplished multiple objectives, including achieving Princeton Softech's defined operational and financial goals, while creating greater flexibility for them, so that the Company could continue to grow its business profitably."

Matthew D. Kirby, Vice President of Real Estate Strategies Corporation said "No re-negotiation can be successful unless it provides acceptable benefits to both tenant and landlord. In the case of the Princeton Softech re-negotiation the landlord, Reckson Associates Realty Corp., was a big help in collaborating with us and with Princeton Softech in structuring a transaction that created real benefits all the way around." Princeton Softech occupied larger quarters that were not well configured to support their business plan, and the remaining lease term was only two years. "The completed transaction permitted Princeton Softech to reduce the amount of space it occupies, reconfigure its premises, reduce its occupancy costs, extend its lease to a term that was in keeping with its overall expectations, and free-up significant working capital," according to Kirby, who leads RealStrat's Strategic Planning and Profitability practice. "Interestingly, the re-negotiated transaction resulted in a renewed long term relationship between Princeton Softech and Reckson Associates," said Kirby.

Real Estate Strategies Corporation is a New Jersey based advisory firm that creates and executes business *driven* real estate solutions. RealStrat adds corporate real estate to its clients' strategic arsenal and attains exceptional results by replacing traditional expectations of real estate with a challenge for real estate to promote core corporate objectives, including profitability, cash efficiency, operational effectiveness, and M&A support, while retaining flexibility for responding to ever-changing business conditions.

RealStrat's advisory and execution services facilitate intelligent business decisions, while supporting the operational and financial objectives of small and mid-sized public, private, domestic, and foreign companies, and not-for-profit organizations, and the executives who lead them. The most demanding executives engage RealStrat, regionally and around the country, to quickly lead their senior managers through a customized program of creating and executing real estate acquisition, disposition, or enhancement plans that promote their business and performance objectives, and support complex M&A and exit strategies.

Through its formalized Anti-Conflict of Interest, Annual Review, and Pro Bono Real Estate practices, RealStrat provides its clients with measurable results that far exceed those offered by traditional real estate companies. Real Estate Strategies Corporation can be reached at 908 245 5999, or online at www.realstrat.com.