

FROM: Steiner Studios
15 Washington Avenue
Brooklyn Navy Yard

**The Brooklyn Navy Yard
Development Corporation**
Brooklyn Navy Yard

Contact: Janet Wootten
Rubenstein Communications
212-843-8032

Contact: Shane Kavanagh
The Marino Organization
212-889-0808

FOR IMMEDIATE RELEASE

**STEINER STUDIOS TO SIGN LEASE ON BUILDING AT BROOKLYN
NAVY YARD, DOUBLING SPACE FOR FEATURE FILM,
TELEVISION AND COMMERCIAL PRODUCTION**

* * *

***Hollywood-style Steiner Studios to undergo major expansion – adding new
soundstages, post-production, photo studios, and office, wardrobe, and
warehouse areas***

Brooklyn Navy Yard, Brooklyn, NY – February 15 – Douglas C. Steiner, chairman, Steiner Studios, and Andrew H. Kimball, president and CEO of the Brooklyn Navy Yard Development Corporation, announced today that they expect to ink a development deal and long-term lease to expand Steiner Studios with the renovation of a 289,000-square-foot seven-story tower. The World War II-era building at 25 Washington Avenue stands at the entrance of the 15-acre Steiner Studios media campus at the Brooklyn Navy Yard. In addition to more production space for film, television, commercials and photo shoots, the building will be a resource for post-production, animation, and other media-related companies. This expansion of the media campus is expected to bring an additional 550 jobs to the Navy Yard.

“Steiner Studios plays a critical role in New York City's \$1.5 billion film industry, and we are delighted that they will now be doubling their presence at the Brooklyn Navy Yard,” said Mayor Michael R. Bloomberg. “Our City has long been recognized as the world's leading center of entertainment and creativity, and this expansion will further

--More--

bolster our unparalleled status as a global center of artistic expression. The dramatic growth of Steiner Studios will also create jobs for New Yorkers, generate new tax revenues and stimulate substantial new economic activity.”

“Everyone wants to be in New York and more than ever movies and television shows want to film here. We applaud Steiner Studios for having the foresight to recognize that and for increasing their commitment to New York," said Daniel L. Doctoroff, Deputy Mayor for Economic Development. "This expansion at the Brooklyn Navy Yard fits with our plan to create new jobs in all five boroughs and increase opportunities for New Yorkers.”

“We’re thrilled to undertake such a significant expansion just two years after opening our facility,” said Steiner. “Our dream of a full-service, secure, Hollywood-style movie lot has become a reality. There is a growing community of businesses and people who consider our Studios their home. Now, 25 Washington Avenue will expand the resources available for all who serve this burgeoning industry.”

“We are delighted to expand our relationship with Steiner Studios and support the continued growth of the film and media sector in New York City,” said Andrew H. Kimball, President and CEO of the Brooklyn Navy Yard Development Corporation. “The Brooklyn Navy Yard is a vibrant hub for 21st-century manufacturing, and there is no better example than the continued growth of Steiner Studios.”

“People often don’t think about the blue collar jobs that help make movie magic, when in fact many of those working at Steiner Studios aren’t actors and directors,” said Alan H. Fishman, BNYDC Chairman and President of Sovereign Bank. “We are excited to see Steiner Studios expand at the Navy Yard and welcome the opportunity to create more industrial jobs to support the city’s growing film industry.”

The Brooklyn Navy Yard recently announced it will create 800 new jobs through the construction of 400,000 square feet of industrial space and 60,000 square feet of retail space over the next three years. The announcement of the renovation of 25 Washington Avenue with Steiner Studios brings that commitment to 700,000 square feet of new space and 1350 new jobs.

Twenty five Washington Avenue, with its industrial art deco brick façade, 20-foot-high ceilings and massive radio tower, was built by the Navy in the 1940s but has been vacant for 20 years. Steiner Studios plans to renovate the building and create smaller sound stages for second-unit production, commercials, music videos and still-photography, along with post-production facilities, flex-warehouse space, wardrobe facilities and office space, all of which will be available to production-related companies on a short- or long-term basis. Renovation work is expected to begin in the next few months.

Steiner Studios

Opened in November 2004 on an enclosed, 15-acre site at the historic Brooklyn Navy Yard, the 310,000-square-foot Steiner Studios is New York City's first Hollywood-style (and scale) production and support facility. Newly built from the ground up and designed to the specifications of producers and facility operators in Los Angeles and supported by top New York artistic talent, Steiner Studios is a full-service, state-of-the-art "production factory," equipped for start-to-finish production of major motion pictures, independent films, television, music videos and broadcast commercials.

As the largest and most sophisticated production studio complex and support facility outside of Hollywood, Steiner Studios offers seven sound stages—including the largest purpose-built soundstage in the northeast, at 27,000 square feet—ample office and support space, and parking for 1,000 vehicles. Steiner Studios offers production professionals more than 100,000 square feet of spacious, unobstructed soundstages, state-of-the-art air-conditioning and power infrastructure, and an additional 210,000 square feet of offices, dressing and make-up rooms, postproduction facilities and 100 seat screening room.

Addressing the ongoing, unmet demand for film and television production facilities in New York, Steiner Studios has attracted over \$400 million of feature film production to New York

City since its opening and has enhanced New York City's position as a world-class entertainment production center.

The Brooklyn Navy Yard Development Corporation (BNYDC)

The BNYDC is the not-for-profit corporation that manages the Navy Yard on behalf of its owner, the City of New York. BNYDC leases space in the Yard, promotes local economic development, develops underutilized areas and oversees modernization of the Yard's infrastructure. The corporation's board of directors is comprised of leaders of Brooklyn's economic development community. Established in 1801, the Brooklyn Navy Yard served as one of America's preeminent military facilities for more than 150 years. Closed by the federal government in 1966, the City of New York subsequently assumed ownership and re-opened the Yard as an industrial park. The Navy Yard now operates at 99% capacity and has launched an expansion program to meet significant demand for space from new industrial tenants. The Navy Yard presently houses more than 230 private-sector firms that provide approximately 4,000 permanent jobs, half of which are held by Brooklyn residents. In addition, on a daily basis, the industrial park is home to between 500 and 1,000 temporary, production-related positions associated with Steiner Studios, a full-service production facility situated at the Navy Yard.

###