



PARK AVENUE FUNDING, LLC

ARYEH FRIEDMAN APPOINTED PRESIDENT OF PARK AVENUE FUNDING, LLC, AN AFFILIATE OF THE LIGHTSTONE GROUP

NEW YORK, NY (SEPTEMBER 2004)

Aryeh Friedman has been appointed president of Park Avenue Funding, LLC, a new affiliate of The Lightstone Group, a national real estate investment company based in Lakewood, New Jersey. In this capacity, he will be responsible for overseeing all business aspects of the Company, including providing short-term and mid-term bridge loans for commercial real estate transactions.

Friedman, who brings more than 15 years of related experience to the position, will focus his efforts in the Pennsylvania, New York, New Jersey and Connecticut regions, while targeting additional geographic markets for expansion. Because Park Avenue Funding will specialize in real estate-related financing, Friedman will also be assembling a team of experienced real estate banking professionals.

"Aryeh is a well-oiled banking and real estate lending machine and we look forward to his leadership to spearhead this new endeavor," said David Lichtenstein, Chairman and Principal of The Lightstone Group.

Friedman joins Park Avenue Funding, LLC from JDI Realty, Inc. where he served as senior vice president and was the founder and head of the Company's East Coast office for its realty and loans divisions. While there, Friedman's responsibilities included loan origination and due diligence for high-yield, short-term bridge loans. He negotiated real estate opportunities and helped to develop a broker and borrower network and worked with a number of professionals, including brokers, legal counsel, appraisers, engineers and property managers.

Friedman, who has extensive career experience in New York City, previously spent several years at Titan Management, L.P. as vice president; Brown Harris Stevens, Commercial Division, as senior director; and James Felt Realty Services as analyst. He earned his Master of Science in real estate from New York University (NYU) and his Bachelor of Arts from Yeshiva University.

Park Avenue Funding, LLC is located at 460 Park Avenue in New York City. Real estate investor David Lichtenstein, whose New Jersey-based The Lightstone Group is one of the country's largest residential and commercial property owners, heads up the affiliation.

ABOUT THE LIGHTSTONE GROUP

The Lightstone Group has become one of the largest residential and commercial owners and operators of real estate in the United States today. Founded in 1988, the Company is now ranked among the 25 largest real estate companies in the industry with a diversified portfolio of over 16,000 residential units as well as office, industrial and retail properties totaling approximately 25 million square feet of space in 24 states and Puerto Rico. Headquartered in Lakewood, New Jersey, The Lightstone Group employs over 1,000 professionals and maintains regional offices in New York, Maryland, Virginia and California. The Lightstone Group is currently embarked on an aggressive acquisition and expansion program throughout the United States.

For more information on The Lightstone Group, contact the Company's Lakewood, New Jersey headquarters at (800)-347-4078 or visit www.lightstonegroup.com.