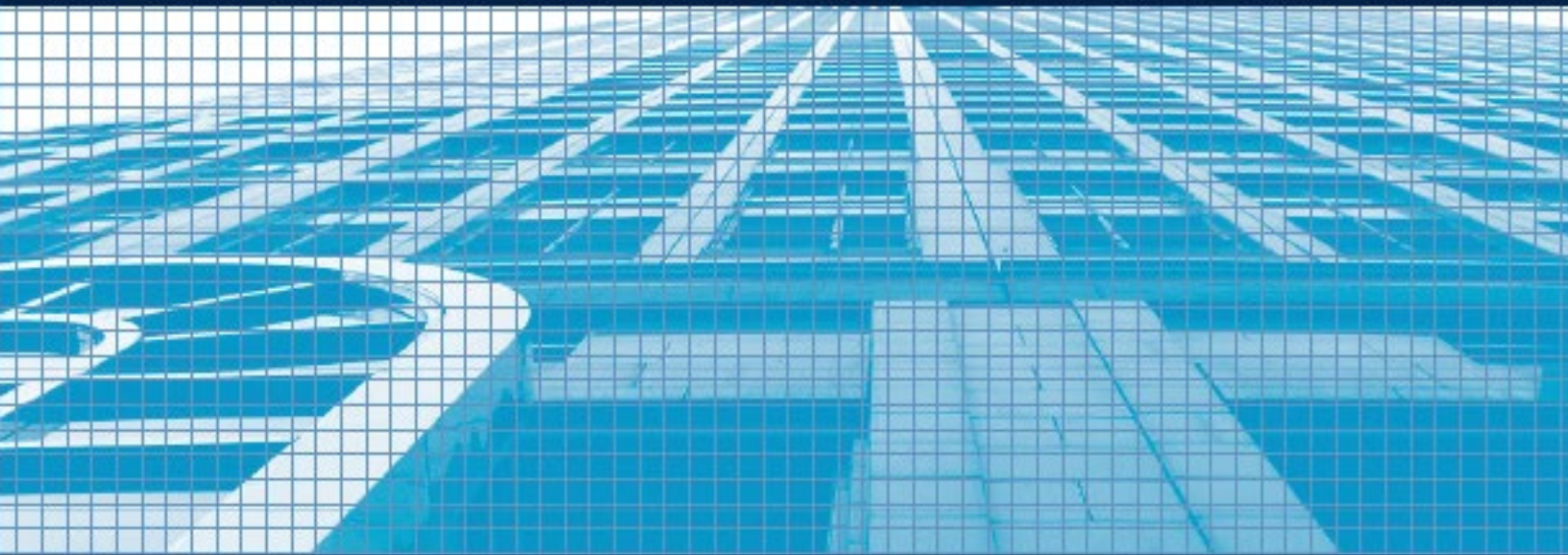


COMPANY PROFILE



WHAT WE DO

- MANAGE THE BUSINESS RISKS WITH YOUR PROJECT
- PROVIDE EXPERTISE AND A RESOURCE
- FACILITATE TIMELY, OBJECTIVE DECISION MAKING
- MANAGE THE HUNDREDS OF DAILY DETAILS
- USE AN ORGANIZED AND DETAIL APPROACH
- ASSURE QUALITY AND ACCOUNTABILITY...AN AUDITABLE PAPER TRAIL

The Coughlan Group, Inc. offers professional project, development and facilities operations management consulting services, design & build and construction management services with no affiliation to any design or construction companies. Our teams of professionals, are experts in areas such as; project management, architecture, engineering, construction management, cost control, and facilities planning. They are most adept at managing the process that draws all aspects of relocation, consolidation and/or a 'retrofit process' together.

The Coughlan Group, Inc. is a New York State S-Corporation, with an office located in Mid-Town Manhattan and New Jersey. Services offered range from:

- *Real Estate Advisory Services*
- *Due Diligence Studies*
- *Project Planning*
- *Project Team Selection*
- *Cost & Schedule Development/Management*
- *Contracts Development & Management*
- *Construction Management*
- *Clerk of Works - Field Services*
- *On-Site Coordination*
- *Close Out*

Please refer to the core strengths as outlined on next pages. Projects range from large scale intra-state redevelopments and consolidations upwards of 2,000,000 RSF to renovations/restorations of special use facilities under 5,000 RSF. Whatever the project, TCG's primary job becomes the coordination of efforts to achieve the client's desired results



227 West 60th Street

BUSINESS EXPERIENCE – CORE STRENGTHS

PROJECT MANAGEMENT

Manage Complex Project Types

- Infrastructure And Base Building Project
- Churn Projects
- Tenant Fit-Out
- Multi-Site Projects
- Occupancy Planning
- Ground-Up Development

Access To Resources

- Staffing- Full Time And Variable Resources
- Technology Options
- Process Improvements

Common Integrated Processes

- Speed To Market Analysis
- Budget Pressure
- Customer Satisfaction

DEVELOPMENT MANAGEMENT

Development Management Services

- Highest & Best Use
- Development Feasibility Studies
- Development Advisory
- Redevelopment
- Build-To-Suit

Areas of Specialty

- Corporate Headquarters
- Cultural Institutions
- Data Centers
- Health Care
- Higher Education
- Hotels
- Institutional Real Estate
- Mixed-Use
- Museums
- Not For Profit
- Office
- Residential
- Retail

OPERATIONS MANAGEMENT

Use of Operations Software Program for the Following:

Quality Control

- Work-Flow & Productivity Improvement
- Performance Measurements & Standards
- System Evaluation. & Selection
- Process & Systems Training

Financial Services

- Accountable Cost-Control
- Waste-Reduction
- Cost-Effective Purchase Management
- Auditable Paper Trail

Procurement

- Tracking & Control Of Supplies & Services
- Consolidated Order Processing

REAL ESTATE ADVISORY SERVICES

- Working With Our Client in the Selection Process
- Portfolio Analysis / Optimization
- Business Function Vs. Location / Space Strategy
- Broker Interview/ Selection
- Space / Site Due Diligence
- Space Selection
- Lease Negotiations / Work Letter Development

SUSTAINABILITY IMPLEMENTATION MANAGEMENT

- Sustainability Implementation Management
- Exterior Envelope
- Interior Review And Energy Efficiency Analysis (Ashrae 189)
- Interior Envelope
- Lighting / Energy Analysis (Lid)
- Light Control Performance
- HVAC Fresh Air Intake Analysis
- HVAC Maintenance – Clean Air
- HVAC - Balancing
- Water Use Analysis – Recycling / Treatment
- Cooling Towers
- Irrigation - Rain Water Recycling
- Fixtures - Age / LED / Etc.

FACILITIES MAINTENANCE MANAGEMENT

- Due Diligence Report On Maintenance / Service / Construction
- Maintenance Service Scope Development
- Vendor / Contract Management
- Asset Life Cycle Maintenance Review
- Sustainability Review Implementation

Working With Our Clients - Steps to Building Efficiency Improvements

- Building Automated System Suitability
- Building System Set Points – Stop Tweaking Systems
- Training Staff for Building Size
- Keep Good Staff –Train to Reduce Turn Over
- Keep Outside Air Damper & FA Purge systems Working
- Keep Equipment Updated (Antiquated / Out Of Warranty)
- Develop a Comprehensive Building Operations Plan (Why / Where / When)

CORPORATE INTERIORS

TelevisaUnivision – Multiple Projects
 Konrad Group
 PPC Enterprises
 Adelphi University
 Exponents
 Aurum Group
 JaguarLandrover
 Maserati
 Alfa Romeo
 Nissan North America
 VEVO.com
 Touro College – Multiple Projects
 Manhattan Jewish Experience
 Western Union – North East
 T&H Insurance
 Beach Point Capital Management
 Interpublic Group - Multiple Projects
 Audemars Piguet USA – Multiple Projects
 Vastardis Capital
 Legacy Heritage
 El Diario News Group
 Central Synagogue – Multiple Projects
 The Weinstein Co. NY – Multiple Projects
 The Weinstein Co. LA
 EOS Fund Services
 CIFIC NY
 CIFIC London
 International Council of Shopping Centers
 (ICSC) – Multiple Projects
 PDI- PA & NJ Corporate HQ – Multiple Projects
 Welcome Wagon
 Miramax
 Mercer
 MMC National Project Management- Multiple Projects
 Ferring Pharmaceuticals – Multiple Projects
 Marsh Advantage America
 Marsh Risk Technology
 J&H Marsh & McLennan, Inc.- Multiple Projects
 McKinsey & Company
 Price Waterhouse Coopers - Multiple Projects
 Shaddock Hammond
 Prudential Insurance Company – Multiple Projects
 MSD Capital
 United Staffing Systems
 Sanders Karp & Megrue
 Sanwa Bank – Multiple Projects
 Toyo Trust Bank – Multiple Projects
 Alliance capital Management Inc
 Commerce Bank – Multiple Projects
 Bank One – Multiple Projects
 Harwood International Inc./Rolex NYC
 Professional Detailing Inc. (PDI) – Multiple Projects
 PaineWebber
 RCN Telecom Services – Multiple Projects
 The Skirball Foundation

FACILITY MANAGEMENT PROJECTS

TelevisaUnivision NY & NJ
 Touro College
 BNF – New York

RETAIL/SPECIAL USE CLIENTS

AP House NY -meatpacking
 Omega USA
 Aurum Group
 JaguarLandrover – Manhattan
 Maserati – Brooklyn
 Alfa Romeo – Brooklyn
 Nissan/Infiniti – Manhattan
 Audemars Piguet - Service Center
 Audemars Piguet – Flagship Store, NYC
 Jil Sander/Barneys
 Jil Sander/Bergdorf Goodman
 Mikimoto – Multiple Projects
 The Hotel Kitano
 Jil Sander Worldwide
 Thierry Mugler Couture/Parfums
 Audemars Piguet NY
 Audemars Piguet FL
 H&M NY/NJ/CT – Multiple Projects

HEALTHCARE

RMA of NY
 Kline Medical Offices
 Stamford Hospital – Multiple Projects
 NY Presbyterian Hospital
 Skin Specialty Group

CULTURAL/INSTITUTIONAL

National Catholic Museum NYC
 Central Synagogue – Multiple Projects
 New York Foundling Hospital

DEVELOPMENT/BLDG. RENOVATIONS

Adelphi University
 Maserati Building – Manhattan NY
 322-324 Main St.- Port Washington NY
 Hotel Project Feasibility - 439-443 West 54th - NYC
 Ronald McDonald House, NYC - Multiple Projects
 Marlboro Equities Projects - NYC – Multiple Projects
 Citiwise LLC Projects – NYC
 Dominion Management Projects – NYC- Multiple Projects
 Cavan Development- NYC
 Waldorf Realty Company- NYC
 Bank One – Charleston, WV- Multiple Projects
 St. Lukes Church, LI
 Central Synagogue- School Renovation
 Trinity Church (Multiple Buildings) – Multiple Projects

DUE DILIGENCE The Coughlan Group, Inc. provides comprehensive evaluations of individual or multiple properties in order to assist in the determination of the most suitable location for the client. This due diligence service describes the existing condition of the building and its systems; identifies deficiencies and items that require maintenance, repair or upgrade; and proposes methodologies and budgets addressing these deficiency and items.

PROJECT PLANNING The Coughlan Group, Inc. assists in defining roles and responsibilities of team members and then develops a comprehensive project schedule with the team, identifying the sequence of events and milestone dates. We collaborate with our client and the project team in the preparation of a definitive project budget, detailing all materials, equipment, and services connected with the project, including design, general and special construction, information technology, furniture and furnishings, relocation, project contingency and other appropriate hard and soft costs.

LANDLORD/DEVELOPER COORDINATION The Coughlan Group, Inc. will assist our client throughout the lease negotiation phase and develop and maintain communications with the landlord and management regarding maintenance of lease obligations and lease agreements throughout the life of the project.

PRE-CONSTRUCTION PHASE The Coughlan Group, Inc. will assist our client in selecting consultants, specialty contractors and team members, advising them on qualified firms, preparing RFP's, and analyzing proposals. Once the scope of services for all has been confirmed we will negotiate contracts and purchase orders, review documentation and evaluate against program and budget. The Coughlan Group, Inc. will evaluate construction drawings as they are produced to confirm coordination and to highlight areas where cost savings could be obtained and where potential conflicts and change orders could be avoided. We will lead value-engineering review meetings with the project team and document alternatives/recommendations for review with the client and we will coordinate and assist in obtaining all regulatory approvals including participating in meetings with jurisdictional authorities, as necessary.

The Coughlan Group, Inc. will provide such additional consulting services as may be required to complete the pre-construction phase of the project, thereby assuring that all budgeting and scheduling, all administrative and financial programming, all long-lead time ordering, etc., are completed with optimal efficiency.

**DOCUMENT DEVELOPMENT
AND CONSTRUCTION**

The Coughlan Group, Inc. will advise on drafting of the construction contract including general conditions and supplementary general conditions for approval and oversee the design of a competitive bidding process for the selection of subcontractors. We will Monitor all work in progress by consultants & subcontractors and specialty vendors and assure that design criteria, budget objectives, building code compliance, construction, lease and building operations issues, value engineering opportunities, and schedule impacts are being addressed

COST MONITORING

TCG monitors the ongoing cost of a project with the use of a Cost Monitor. The monitor reflects all committed costs, variations, approved budgets and potential exposures. The simple format of the report, detailing scope development and budgets on one side and committed expenditures and projections on the other side, allows for easy interpretation and identification of the most critical areas.

The report is updated on a regular basis and reviewed with the client. The goal of TCG's cost monitor is not only to report on spending and contract amounts, but also to project at all times, the final value of the project. The expertise of our professional staff allows us to forecast potential problems, unforeseen conditions and errors or omissions. On a monthly basis, the cost report is compiled with other critical project data into a comprehensive status report. This report provides a "snapshot" of the project at different phases.

VALUE ASSESSMENT

TCG's only goal in being engaged by our clients is to expedite the successful completion of the project. We work diligently to identify opportunities for value engineering and cost savings. Our professionals, through their experience on similar projects, use tools and methods, which are proven effective in evaluating design documents for constructability and efficiency. Our staff will closely monitor design development, planning decisions and the lease negotiation to evaluate any impact on cost and schedule. At all junctures, TCG will provide concise, objective information to our Client for their review.

COST ACCOUNTING

TCG will provide complete design & construction cost accounting services as part of our scope. Working closely with Client's accounting department, TCG will develop procedures and information required to achieve the approval and tracking of payment requests. Effective construction cost accounting should include considerations of capitalization versus expense, taxes, rebates, ROI, etc.

PRE-CONSTRUCTION PHASE

Following substantial completion or on a separate facility project request basis, TCG can provide the following services;

- Due Diligence Report On Maintenance / Service / Construction
- Maintenance Service Scope Development
- Vendor / Contract Management
- Asset Life Cycle Maintenance Review
- Sustainability Review Implementation

**WEB BASED PROJECT
MANAGEMENT**

The Coughlan Group, Inc. provides “**Web based Project Management**” as an interactive software tool to help the project team to communicate online and store all history of progress with all the team members. Access to sensitive area such as budgets, cost monitors and contracts will be restricted to the general access by means of username & passwords. The web site is an interactive project document/history repository and offers a real time account of the status of events on active projects. Other sections of the website focus on Construction Management reporting in the form of:

- Submittals and shop drawings uploads monitoring dates for approvals and order placement
- Daily Field Reports – showing trade attendance, field conditions and progress photos
- RFI Logs – tracking trade questions and answers and the timeframe
- Construction Status reports

**CONSTRUCTION PROCUREMENT
MANAGEMENT**

The Coughlan group, Inc. has a detailed strategy for Construction management procurement. It is defined as being the art and manner of securing necessary goods and services with an eye to:

- Timeliness.
- Acceptable quality (which varies considerably from one client to the next)
- Respect of financial parameters (reasonable pricing)
- Minimizing and mitigating risk.

There are four key processes involved in our procurement management:

1. Planning Procurement:

- Having statements of work, bids and detailed submittals and shop-drawing logs for all trades.
- Having submittals and shop-drawings approved in a timely manner to order in accordance with the project schedule.

2. Conducting Procurement:

- Purchase management- Getting detailed quotes, placing purchase orders and releasing deposits to start the clock

3. Controlling procurement

- Requesting acknowledgements from companies with estimated delivery dates – anticipating global supply chain issues at hand and delivery strategies.

4. Closing procurement:

- Address resource restraints, potential risks that may affect delivery and have a plan B. Having detailed construction agreements outlining requirements for completion of work and when warranty periods commence.

Project Management Methodology



The Coughlan Group utilizes a goal-directed project management approach. We apply this system to the management of scope, organization, quality, cost, time and people.

Throughout the life of a project, The Coughlan Group implements four major management functions:

PLANNING

- Conceptual development/discovery
- Project scope statement
- Due diligence
- Budget and schedule
- Project milestone plan

ORGANIZING

- Scope reporting
- Milestone schedules
- Cost monitoring
- Web-based documentation of deliverables; budgets, agenda & minutes, schedules and summary reports

IMPLEMENTING

- Delegation-work authorization/procurement & contracts
- Communication
- Coordination & control mechanism

CONTROLLING

- Monitor milestone schedule
- Web-based records
- Adjust as necessary for budgets, schedule and quality

INSTALLATION AND OCCUPANCY

Upon completion of the construction of the project The Coughlan Group, Inc. will coordinate and monitor system start-ups and approvals including furniture, electrical, telecommunication and equipment orders, and their delivery and installation. We will develop a RFP for issuance to movers and other vendors necessary to complete the physical move and provide such additional consulting services as may be required for the expeditious flow of the project through to successful completion and occupancy.

POST-PROJECT

The Coughlan Group, Inc. will participate in final payment negotiations with all vendors, contractors and consultants and approve and recommend final payment schedule.

We will prepare a final reconciliation of project costs with variance explanations and perform warranty site review after substantial completion to evaluate necessity of warranty claims.

Following the capital project, TCG will provide maintenance management of all building systems. Ensuring that the infrastructure is maintained properly and protecting the investment of our clients.



**1800 2ND AVENUE
11 STORY CONDOMINIUM**

Through goal-directed project management, The Coughlan Group can continue to manage the project's overall objectives even while the team focuses on constantly changing details.

The desired results never vary...only the path to achieve the goal changes. Our methods are simple but proven to be effective.

PRINCIPLES AND POLICIES

- Ascertain responsibility internally and externally for project objectives.
- Determine responsibility for committing resources including money, people and time.
- Determine company procedures and policies for managing the project.

MILESTONE PLANS

- Develop the milestone plan based on project objectives.
- Develop procurement and pre-purchase schedules.

COMMUNICATIONS

- Establish a clear line of communication and authority for decision making.
- Reiterate the objectives at each phase and reaffirm the targets of cost, quality and time through regular meetings and variance studies.
- Institute a change-management process
- Monitor the quality of future work and the potential impact on future work.
- Influence commitment to common goals and agenda.

PROCUREMENT/CONTRACTS

- Develop and analyze Request for Proposals for all services required on the project
- Negotiate final commitments for all services
- Participate with Client Legal Council in the development of forms of contracts

CONTROL

- Monitor progress and the achievement of milestones through weekly meetings
- Provide feedback on achievements through comprehensive progress/status reports
- Remain focused on milestones by correcting for variations in budget, schedule or quality
- Develop a record of all project deliverables

At The Coughlan Group, Inc., we pride ourselves on the quality and level of documentation provided to our clients. We provide auditable document trails for all of our projects, including the following deliverables.

BUDGETS

The Coughlan Group, Inc. will prepare a preliminary budget for Client's review. This budget will include all hard and soft costs, potential exposures due to base building conditions, unknown conditions, etc., and appropriate contingencies. Budgets will be updated on a regular basis. The Coughlan Group, Inc. would expect Client to approve budgets in a formal session on a number of occasions during the course of the project.

- Preliminary Budget
- Schematic Budget
- Design Development Budget
- Final Project Budget

AGENDA AND MINUTES

Detailed agenda and accurate, timely minutes for all project meetings and work sessions

- Project Meeting Agenda and Minutes
- Design Presentation Minutes
- Value-engineering review summaries
- Landlord Coordination Meetings
- Budget and Schedule Work Sessions
- Coordination Meetings

SCHEDULES

The Coughlan Group, Inc. will develop a master project schedule, as well as detailed "look-ahead" schedules for specific components of the project. Schedules will be updated regularly in conjunction with the project team.

- Master Project Schedule
- Look-Ahead Schedules for critical tasks
- Milestone Charts
- Long-lead Schedules
- Break-out schedules for specialty areas

SUMMARY REPORT

On a regular basis, The Coughlan Group, Inc. will submit a comprehensive report. This will reflect our analysis of the project budget, contingencies, exposures and potential savings. Analysis will be provided in the areas of current status, major project milestones, open issues and problem areas. In addition to reflecting cost commitments to date, it will contain a forecast of the final cost of the project based on all known factors.

- Monthly Cost Monitors
- Cash Flow Charts and Comparisons
- Disbursement Reports
- Scope Development and Change Order Analysis
- Project Overview and Milestones

MICHAEL COUGHLAN – President/Partner

As President, Michael Coughlan oversees and participates in all aspects of The Coughlan Group business activities. Proficient with the use of management information systems, Mr. Coughlan is adept at applying the appropriate technology and methods to individual projects and clients. Mr. Coughlan studied architecture and building technology in Cork City, Ireland. After graduation and immigration to England, he attended Henley Management College, Oxfordshire, and studied an Executive MBA in Project Management.

Michael has gained over 36 years of experience in the industry. Michael's architectural and construction experience is international. While residing as an architect in London in the 1980's, he was involved with Fitch & Company in developing and implementing the retail expansion of Oxford Street and other prominent locales. In addition, Mr. Coughlan was involved in corporate, retail, institutional and exhibition projects in Spain, England and Ireland. Since relocating to the United States in 1990, Mr. Coughlan has held a number of prominent project management positions as follows to name a few:

- Merger of **PriceWaterhouseCoopers**
- Merger of **Marsh & McLennan** and Johnson Higgins and follow on work nationally
- **Hotel Kitano - design & Construction NYC**
- The re-design & renovation of the 85 room **Ronald McDonald House** in NYC
- The **Skirball Foundation** offices renovations in NYC
- **Touro College** – School of Nursing,, School of Pharmacy & master budgeting for the Valhalla Campus
- **Audemars Piguet** North America, Service centers and retail and office spaces in USA since 2006
- **Stamford Hospital** – Operating theatres, Bennet Cancer center, Cardiac center, GE Nuclear Camera, IMRT Room, Emergency rooms, IT infrastructure upgrade
- **NY Foundling (The Foundling)** Building renovation NYC
- **Ferring Pharmaceuticals** NY & NJ
- **JaguarLandrover & Maserati** Manhattan

FRANCIS COIRO- Partner

A Registered Architect and graduate of New York Institute of Technology, Fran has over thirty (30) years as a professional in which he has earned the respect of those in the industry for his integrity, passion, bringing projects in on time and on budget.

Over the past 30 years Fran has been involved in the following:

- VP of Project Management for CBRE managing teams on – BNYMellon, One World Observatory @One World Trade Center, Legends Corporate spaces @ One World Trade center, 61 Broadway & Frisco Texas
- VP of Corporate Services @ CBS Corporation – Managing capital projects and facilities management
- Senior Director of Planning and Design for Viacom/MTV
- North American Director of Project Management for Zurich Insurance
- North American Director of Project Management for The Walt Disney Company
- North American Director of Project Management for Radio City Productions

The Coughlan Group's success can be measured by the company's continued growth, by our list of prestigious clients and by the exemplary recommendations offered by our clients and professional colleagues. We believe this fact, more than any single project's success, represents The Coughlan Group's commitment to client-focused partnerships.

Vevo.com

Alan Price
CEO
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Waldorf Realty Co.

Ianthe Kallas-Bortz
President
718.332.3158

Engel & Völkers

Stuart Siegel
CEO
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Ronald McDonald House , NYC

Wini Cudjoe
Director of Operations
212.639.0100

EMI Music Management Production

Frank Crimmins
CFO
646.732.3394

New York Foundling

Stephanie Kearns
COO
7732091988

Kline Medical

Dr. Mitchel Kline
CEO
917.847.3777

Marsh McLennan Companies

Patricia Hagemann
Global Chief of Staff
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TelevisaUnivision

Peter Lynch
VP of Facilities
201.258.8489

Bankone (VP Morgan Chase)

Mitchel Weinberg (RET)
312.882.3377

Audemars Piguet

Francois Bennahmais , CEO
646.375.0850
Xavier Nolot , COO
646.375.0820

Western Union

John Coons
VP-CRE
303.887.7653

Manhattan Jewish Experience

Rabbi- Mark Wildes – Founder
212787 9533



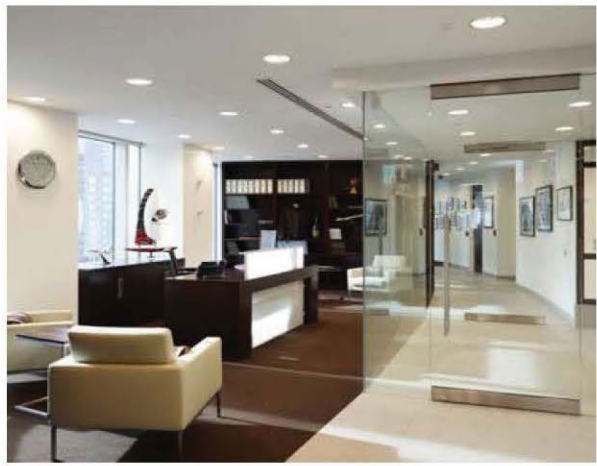
Luxury Retail Experience

AUDEMARS PIGUET
Le Brassus



Corporate/ Institutional Experience

AUDEMARS PIGUET
Le Brassus



Corporate/ Institutional Experience



Corporate/ Institutional Experience



Corporate/ Institutional Experience



ENGEL & VÖLKERS



Nonprofit Organizations Experience



Luxury Retail Experience

Kimball®
Office



Luxury Retail Experience

JIL SANDER



Luxury Retail Experience



Luxury Hospitality Experience



Luxury Hospitality Experience



Healthcare Experience

└ NewYork-Presbyterian Hospital
└ Columbia University Medical Center



Healthcare Experience



Nissan North America - Tarrytown



JaguarLandrover - Manhattan



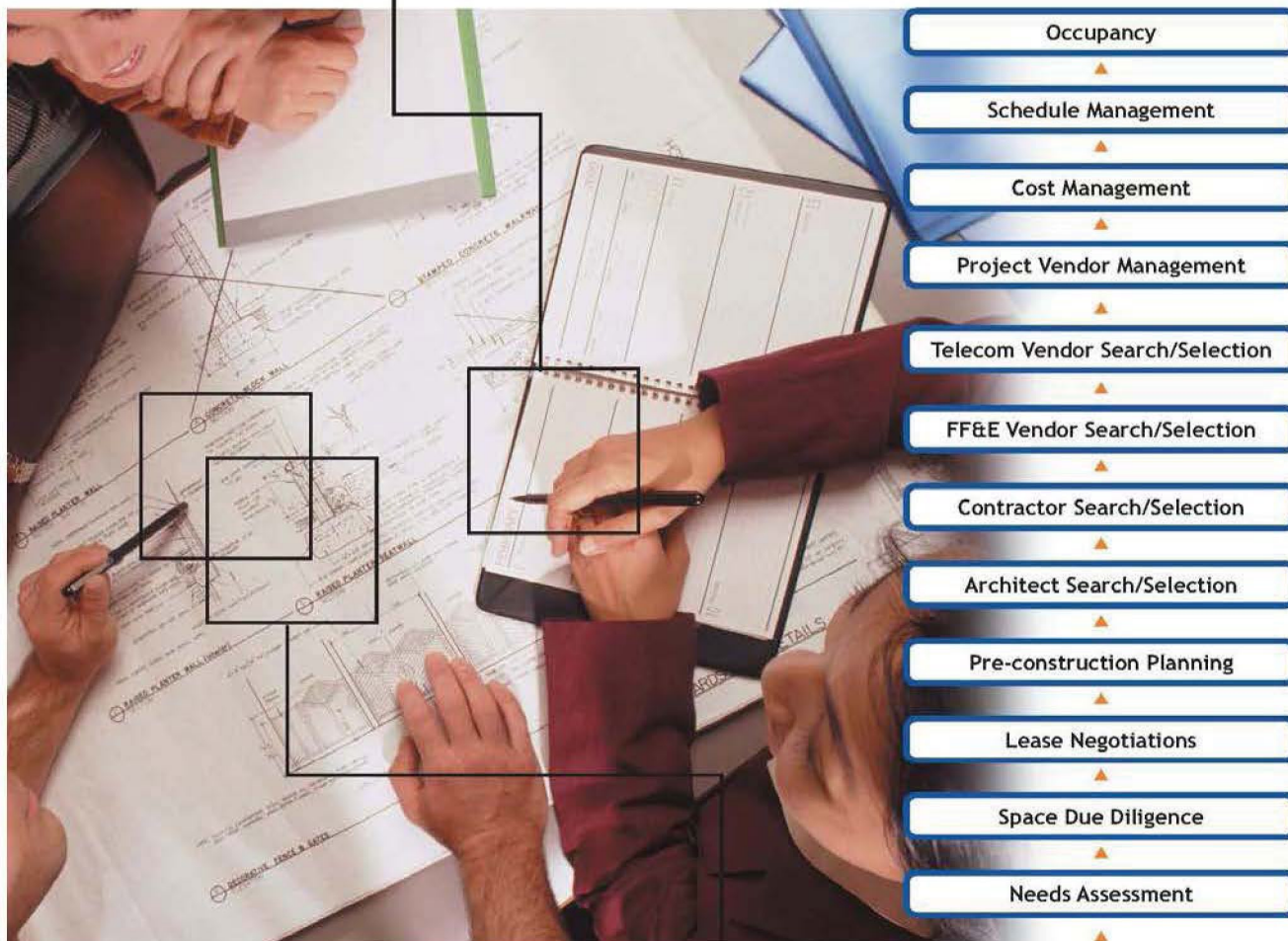
Maserati Building - Manhattan



639 11TH AVENUE
RENDERING: PROPOSED EXTERIOR
MODIFICATION OF SDA PARTNERSHIP RENDERING



It's your **project.**



It's our **profession.**

The Coughlan Group, Inc.

**We manage the project so
You can manage your business**

Michael Coughlan
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