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ALFA DEVELOPMENT TAPS DOUGLAS ELLIMAN AS EXCLUSIVE SALES AND MARKETING TEAM

Alfa Development has selected Douglas Elliman Development Marketing as the exclusive sales and marketing team at Village Green West, the 27-unit condominium located at 245 West 14th Street in the West Village. Currently, 70% of the residences are in contract. Four full-floor units in the building's tower, and a penthouse with a private roof top, remain available. A model unit on the 10th floor will soon debut.

"Howard Lorber and I have spoken for years about how our companies could work together," said Michael Namer, Founder & CEO of Alfa Development. "We are thrilled to have finally found the opportunity to collaborate with this very special building."

Designed by KBA Architects, Village Green West artfully blends classic exteriors with cutting-edge and sustainable technology to complement the area's historic architecture. Breathtaking downtown and uptown views of New York City's skyline frame the tower residences at Village Green West.

"Village Green West offers some of the most unique homes in today's market and I believe that through this partnership we can achieve great results for the sell-out of this remarkable building," said Howard M. Lorber, Chairman of Douglas Elliman.

Residences include wide plank European oak flooring, custom paneled doors, base moldings, Poggenpohl kitchens featuring Miele appliances and marble baths to give each home a turn of the century warmth.

"These residences represent the perfect opportunity to leverage Douglas Elliman's sales strength in the Downtown market. We look forward to great things from this talented team," added ML Perlman, Vice President of Development and Marketing for Alfa.

The innovative building offers a wide array of amenities, including a Wellness Center, fitness center, sauna, treatment room, coffee bar and a shared green roof terrace with unparalleled views of the skyline. Targeting LEED Gold certification upon completion, Village Green West embodies the art of better living.

Prices at tower residences begin at \$7,950,000 million. Occupancy is slated for the beginning of 2016. For more information about Village Green West, please visit <http://www.245w14.com/> or call 212-242-0245.