

For Immediate Release:

January 24, 2008

Boston, Massachusetts

Boston Realty Advisors and Julius M. Feinblum Real Estate lease Flagship Store to Sleepy's in Boston's Back Bay

Sleepy's, the Mattress Professionals has signed a lease at 811 Boylston Street in Boston's Back Bay, located adjacent to the new Apple Store and across the street from the new Mandarin Oriental Hotel.

Jason Weissman of Boston Realty Advisors and Richard "Kaye" Kornblatt of Julius Feinblum represented the tenant, Sleepy's.

The location will serve as Sleepy's Flagship Store in Boston. Sleepy's was founded in 1957. Sleepy's now has over 600 stores in 11 states, employs 2,500 people and is a fourth generation, family run business.

Boston Realty Advisors is a full service commercial real estate firm with specialty practices in retail, office and investment sales, with offices in Boston and Manhattan. Their retail division, Advisors Retail specializes in both tenant and landlord representation throughout MA, RI, CT and NY. Boston Realty Advisors continues to grow its urban leasing program. For more information regarding Boston Realty Advisors, please visit www.bradvisors.com.

Julius M. Feinblum Real Estate, Inc., headquartered in Plainview, New York is a national brokerage firm specializing in the home furnishings industry.

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