



For Immediate Release
July 14, 2008

For more information, contact:
Michael Salove
215.568.2600
msalove@salove.com

**Michael Salove Company Represents Naked Chocolate Café in
Their Expansion to Rittenhouse Square and University City**

Philadelphia, PA... Michael Salove Company Commercial Real Estate represented Naked Chocolate Café as they expand to serve sweet toothed patrons with new locations in Rittenhouse Square & University City.

Naked Chocolate Café will be opening mid-fall on the ground floor of the United Plaza building on the corner of 18th & Ludlow Streets. They will be leasing 2,530 square feet adjacent to the University of Phoenix and will also have an outdoor patio area to serve patrons. Stanton Brown, Senior Vice President of Michael Salove Company, represented Naked Chocolate, and Tom Bond with NAI Geis represented the Landlord for a 10 year lease term. Brown shared, "This will give Naked Chocolate the ability to offer their highly sought after chocolates and cupcakes to the daytime office workers, as well as the local Rittenhouse Square residents and evening dinner patrons seeking a sweet treat in a beautiful European style setting."

Naked Chocolate's third location, also due to open mid-fall, will be at 3421 Walnut Street as part of the Shops at Penn in University City and will occupy approximately 927 square feet. Brown represented Naked Chocolate, and Onur Yucelt of Madison Marquette represented University of Pennsylvania for this 10 year lease term. Brown explained, "We are excited to expand this wonderful concept, which has been overwhelmingly embraced by customers throughout the city. The East of Broad location was so packed that we felt it was time to expand to both Rittenhouse Square and University City to share their artisan chocolates and delicious desserts, which are all made in their store."

Naked Chocolate Café is the brainchild of Tom Block and his daughter Sara. Tom, however, is not new to the business. Twenty-seven years ago, he co-founded Thomas Sweet Ice Cream and Chocolates in Princeton, New Jersey. It has since become a well-known regional name with stores from New Jersey to Washington, D.C. When it was time for a change, Tom and Sara developed the concept for Naked Chocolate and in August 2006, it became a reality with their first location at the corner of Walnut & Juniper Streets.

Michael Salove Company has its headquarters in Center City Philadelphia. It is one of the region's preeminent tenant and developer advisory firms, exclusively representing regional, national and international retailers and developers.

###