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

Piccolini Boutique to Open Second Location in Rittenhouse Square

Philadelphia, PA...The Center City office of Michael Salove Company Commercial Real Estate is pleased to announce the completion of a lease transaction at 264 S. 20th Street. Piccolini: Rittenhouse will open this summer, and will occupy 1,000 sf on the first floor.

In September 2005, Jessica Troiano opened Piccolini: Main Line in Bryn Mawr, after she was constantly on the hunt for new and cool baby gifts. Originally, Troiano started Piccolini with one central goal: "that parents not into 'cutesy' would no longer have to sacrifice their personal design aesthetic just because they happen to have kids!"

With the birth of her first child, daughter Lola, born on November 2, 2006, Troiano experienced firsthand the learning curve of being a new parent and wanted to help other parents "get a leg up on the whole new baby thing." Piccolini searches for and stocks the best baby products (eco-friendly, cool and innovative) on the market. Piccolini donates 10% of its yearly profits to Alex's Lemonade Stand, benefiting pediatric cancer research.

Piccolini joins SnackBar, Twenty Manning, Audrey Claire, Hello World, Rittenhouse Nails and D'Angelo's on the Rittenhouse Square neighborhood shopping street, as well as Brown Betty Dessert Boutique, opening in September.

Dana Zamparelli represented both the Landlord and Tenant in this transaction. According to Ms. Zamparelli, "All the strollers heading to the Square will have a new place to stop in and shop."

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.

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1700 MARKET STREET . 17TH FLOOR . PHILADELPHIA, PA 19103
PH 215.568.2600 . FX 215.568.2666
WWW.SALOVE.COM