



PRESS RELEASE

Contact: Nancy A. Kist
(201) 823-0333

Bayonne Local Redevelopment Authority to Enter Agreement that Creates Public/Private Partnership to Redevelop The Peninsula at Bayonne Harbor.

BAYONNE, NJ, October 16, 2003 - The Board of Commissioners of the Bayonne Local Redevelopment Authority (BLRA), on Thursday October 16th, approved a Memorandum of Agreement that will lead to the creation of a “public/private cooperative venture” with Fidelco Bayonne Realty (FBR), LLC to redevelop The Peninsula at Bayonne Harbor (the former Military Ocean Terminal at Bayonne). The agreement excludes The Maritime Industrial District.

While the partnership is expected to accelerate development at The Peninsula through increased private sector expertise and resources, under terms of the agreement the BLRA retains the authority to completely “control the redevelopment of The Peninsula.”

The principals of Fidelco Bayonne Realty are Marc E. Berson and Steven B. Kalafer, two well-known and highly regarded New Jersey businessmen. Both have demonstrated success in forging public/private partnerships.

“In order to gauge interest and test the marketplace, we have met with more than 50 developers over the past few years,” said Nancy A. Kist, Esq., BLRA Executive Director. “Over that time Marc and Steve’s group clearly stood out. They have exhibited the highest interest and the greatest breadth of expertise. And because their operating style is marked by openness and collaboration, they are willing to work with other developers. We are very excited to be entering into this agreement with them.”

“This is a good business decision,” said Howard Fitch, Chairman of the BLRA Board of Commissioners. “Fidelco will help the BLRA expedite development of The Peninsula. They bring a top-grade talent pool, including experts in planning, redevelopment, law, engineering, environmental issues, design, finance and real estate development.”

“I congratulate the BLRA Commissioners for their choice of Marc Berson and Steven Kalafer (Fidelco) as partners in developing the Peninsula,” said Mayor Joseph V. Doria, Jr. “Their broad experience in both mixed-use development and public/private partnerships should help the LRA attract additional developers as well as private sector investment.”

In the agreement the BLRA and FBR agree to work collaboratively on designing and planning projects on the Peninsula as well as obtaining the necessary permits and approvals to build those projects. They will also work together to identify funding sources for infrastructure and other improvements.

“Bayonne is a special place,” said Kalafer. “Our goal is to include the Bayonne community on the Peninsula without compromising the character of Bayonne. In order to achieve this goal the plan must retain a Main Street feel – like Bayonne.”

In the agreement the BLRA and FBR agree “to initiate development on an accelerated basis” in a portion of Bayonne Village and Harbor Station sections of The Peninsula. The agreement also assigns to Hudson River Studios (an FBR affiliate) the right to manage, promote and expand the existing sound stages and office space at the Peninsula currently used by the motion picture and television industry. Berson and Kalafer are principals in Hudson River Studios.

Marc Berson is a real estate developer, corporate investor, attorney and special advisor to numerous corporate and private businesses and charitable organizations. His thirty-year track record in real estate development has been marked by diversity. Berson’s projects – in New Jersey, New York, Florida and Ohio – have included five thousand residential units, more than ten million square feet of industrial space, two-and-a-half million square feet of retail/commercial projects, three million square feet of office space and over 1,000 hotel rooms.

Berson was also a founding member of the Board and involved in all aspects of the development of the New Jersey Performing Arts Center. His participation encompassed concept planning; land acquisition; arranging state, county, federal, and city financing packages; development and planning of streetscape, parking, signage and security issues; negotiating and awarding of construction contracts and occupancy agreements. In recognition of Berson’s contributions, acting Governor Don DiFrancesco appointed him to the New Jersey Redevelopment Authority.

Steve Kalafer has developed and operated more than 30 businesses in real estate, retail, and distribution that employ more than 700 people. His career reflects a wide range of interests

that include the automotive industry, sports and moviemaking. In 2002, Kalafer was named the Ernst and Young “Master Entrepreneur of the Year.”

Kalafer’s involvement in the auto industry began in 1973 as a business manager of Coleman Oldsmobile in Trenton, NJ. Three years later he purchased his first dealership in Frenchtown, NJ. Today Kalafer owns and operates 32 franchises in 14 locations. Known for customer service and community involvement, Kalafer’s dealerships have been honored by *Time magazine*, *People magazine* and *Good Housekeeping*.

Kalafer was instrumental in creating the public/private partnership with Somerset County and the Somerset Patriots baseball team for the purpose of constructing the Commerce Bank Ballpark in Bridgewater, NJ. This 6,340 seat (including 20 luxury suites) minor league ballpark was built – on budget and on time – at a total project cost of \$17.7 million. The Commerce Bank Ballpark won a New Jersey Business and Industry Association Good Neighbor of the Year Award. The Patriots – who won the 2001 Atlantic League Championship Series (in a record-breaking 83-43 season) and repeated in 2003 – are considered one of the most successful minor league franchises in the nation.

Together with his partner, Marc Berson, Kalafer recently bought a controlling interest in the Newark Bears baseball team.

Kalafer has been nominated for two Academy-Awards for his involvement in several motion picture and entertainment projects. In 1998 his production of “More,” an animated short film won the Jury Prize at the Sundance Film Festival and was nominated for an Academy-Award. In 2002, Kalafer produced with Peter LeDonne, “Curtain Call,” a documentary about the Actor’s Fund of America nursing home in Bergen County, which garnered his second Academy-Award nomination. His most recent film “Going Home,” a documentary about inmates at the Edna Mahan Correctional Facility for Women, appeared on HBO Cinemax in September. Both “Going Home” and another documentary, “The Price of Freedom,” which depicts WWII prisoners of war from New Jersey, were selected for the Academy of Motion Picture Arts and Sciences “Outstanding Documentary Series” in 2003. Kalafer is a former member of the New Jersey Motion Picture and Television Commission under the Kean administration. He served as an appointee to Gov. Christine Todd Whitman’s Economic Master Plan Commission for New Jersey and chaired the Transportation subcommittee. Kalafer was also asked by Gov. James E. McGreevey to serve on his transition team for the Department of Treasury.

Both Berson and Kalafer have given generously of their time and resources to a variety of philanthropic activities.

Kalafer is an eight-year member of the Board of Trustees of Rider University and he serves as Chair of the New Jersey Public Research Organization. He has been the recipient of several community awards including the Anti-Defamation League's prestigious Torch of Liberty Award for his significant contributions to the social, economic and cultural life of his community. He was honored recently by the Resource Center for Women and their Families and is honorary chair of a \$25 million capital campaign for Somerset Medical Center.

Berson has been a member of the Board of Trustees of the New Jersey Performing Arts Center since its inception and is one of three members of the Board who also serve as a Trustee of the New Jersey Symphony Orchestra. He also served as a Trustee of the Board of the New Newark Foundation, a non-profit entity created to facilitate the planning, design, and redevelopment of portions of the City of Newark.

In 1991, Berson's son was in a near fatal automobile accident as he was returning home from college and sustained traumatic brain injury. At the time of completion of his formal rehabilitation, there were no programs in existence in New Jersey to assist his son, Gary, in his continued quest to readapt to the rigors of daily life. Together with other families of people with brain injuries, Berson co-founded Opportunity Project, Inc., a non-profit organization to develop vocational, social and other support systems, and to provide the opportunity for people with brain injury to lead more independent and fulfilling lives.

