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FOR IMMEDIATE RELEASE

**84-FOOT TALL NORWAY SPRUCE FROM CONNECTICUT IS CUT
DOWN TO BE ROCKEFELLER CENTER® CHRISTMAS TREE**

Tree will be Welcomed to Rockefeller Center on Friday, November 9th

*75th Rockefeller Center Christmas Tree Lighting Ceremony to Take Place on
November 28*

November 7, 2007 [Shelton, CT] – Joe and Judy Rivnyak were joined by dozens of family, friends and neighbors today to bid farewell to the Rockefeller Center Christmas tree as it began its 70-mile journey to Manhattan for the 2007-2008 holiday season.

The 84-foot, 48-feet in diameter, 8-ton Norway Spruce, was taken from the Rivnyak property on 67 Soundview Avenue in Shelton, CT. The tree is approximately 75 years old – as old as the Rockefeller Center Christmas Tree Lighting Ceremony tradition.

“For all our lives, this has been our family’s backyard tree. It is mindboggling to imagine that it will now be seen by the entire world,” said Joe and Judy Rivnyak. “So many people are going to enjoy it, it’s really a privilege to be able to share our tree with everyone. I wonder if we’ll even recognize it when it is lit in Rockefeller Center.”

“This year is special to us as it marks the 75th anniversary of the Rockefeller Center Christmas Tree Lighting Ceremony,” said Tom Madden, Managing Director, Tishman Speyer. “We are extremely grateful to the Rivnyak family, and the Shelton community, for donating this beautiful Norway Spruce – which was planted at approximately the same time as when the first Rockefeller Center Christmas Tree Ceremony took place. The contribution of this exceptional tree will allow hundreds of thousands of New Yorkers and visitors to enjoy this wonderful icon once again during this holiday season.”

After it was cut down, the Rockefeller Center Christmas tree was hoisted by a crane and tied to a 115-foot trailer and prepared for its trip to New York City. It will be welcomed at Rockefeller Center on Friday, November 9th, when a giant crane will hoist it into position in front of 30 Rockefeller Plaza. Once the tree is in place, it will be decorated with more than 30,000 multicolored light bulbs strung over five miles of wire.

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The Rockefeller Center Christmas tree will be topped with a crystal star. The star, designed by Swarovski, is adorned with 25,000 crystals and one million facets that will radiate over midtown Manhattan from its perch atop the most famous Christmas tree in the world. The 9 1/2 feet in diameter and 1 1/2 feet deep star will be raised on November 13, 2007.

The 75th Tree Lighting Ceremony will be held on Wednesday, November 28th, from 7 - 9PM. The two-hour ceremony will be televised live, locally on WNBC-TV from 7-8PM and nationally on NBC from 8-9PM.

Christmas trees in Rockefeller Center have ranged from 50-foot Pines to 100-foot Norway Spruces and have been viewed by approximately 2,500,000 spectators annually. The decorations and lighting effects have covered a variety of colors and schemes, including one year when the tree was painted silver. A history of Rockefeller Center Christmas Trees, as well as more information about the tree, is available on **TheTreeNYC.com**.

Spectators can view the lighted tree each day from November 29, 2007 to January 8, 2008 (5:30 AM-11:30 PM); all day on Christmas (24 hours); and from 5:30 AM-9 PM on New Year's Eve.

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