



Serendipity Labs Coworking Expands to Ridgewood, NJ

Adds key suburban location to the Serendipity Labs Tristate network of upscale workplaces

RIDGEWOOD, N.J. - February 9, 2016 – The Pinnacle Companies announced today that it will open New Jersey's first Serendipity Labs coworking location at 45 N. Broad Street, the iconic, totally renovated Lincoln building across from the Ridgewood NJ Transit train station. The three-story, 8,500-square foot space provides a vibrant coworking area, dedicated offices and team rooms. Members will also have access to an upscale lounge, ideation studio, work bar, event venue space and a café. The entire Lincoln building has been upgraded with a new lobby, modern elevator, new windows and HVAC systems.

"Independent professionals, entrepreneurs, remote and mobile workers working in and around Ridgewood will now have a premium workplace and meeting venue offering a level of hospitality that rivals boutique hotels," says Brian M. Stolar, CEO of The Pinnacle Companies, an award-winning leader in urban redevelopment and the exclusive Serendipity Labs area franchisee for Northern New Jersey. "Our Ridgewood coworking members can walk to great restaurants, fitness clubs, coffee shops and the train to Manhattan, which is just across the street. Corporate memberships will be available to provide access to the growing Serendipity Labs network locations."

Serendipity Labs has urban and suburban locations opening in nine states. It is one of the fastest growing coworking networks nationally and in the Tristate area. Serendipity Labs offers a range of membership options including day passes, monthly coworking lounge access, full-time dedicated private offices, and team rooms for companies needing project space.

"Serendipity Labs is a different kind of coworking provider. Our members come from a cross section of industries that include healthcare, finance and technology, many of whom have memberships paid for by their employers. Others are independent consultants or start-ups. Our IT infrastructure meets the highest standards. The upscale work environment is a lifestyle brand that is infused with hospitality and energy," said John Arenas, CEO of Serendipity Labs. "As we expand across the nation, we are excited to help our new Ridgewood coworking members unlock their full potential and improve their lives."

Serendipity Labs in Ridgewood will produce a full schedule of daytime and evening seminars and networking events designed for entrepreneurs, mobile workers and corporate members.

For more details, visit <http://serendipitylabs.com/locations/ridgewood-coworking/>.

About The Pinnacle Companies

A privately held regional real estate development firm, The Pinnacle Companies was founded in 1984 by Brian M. Stolar. Pinnacle is a fully integrated real estate operating and development company that provides acquisition, construction, development, redevelopment, property management and asset



management for its projects. Pinnacle is a developer of residential, commercial and retail properties with a geographic focus on New Jersey, New York, Connecticut and Florida. Pinnacle has delivered approximately 8,000 single-family homes, condominiums and apartment units to date and currently has several projects, mostly mixed-use transit oriented projects under development or pre-development. Pinnacle has also developed a number of retail, office, hotel and mixed-use properties. www.pinnaclecompanies.net @ThePinnacleCo

About Serendipity Labs, Inc.

Established in 2013 by industry leader John Arenas, Serendipity Labs, Inc., (www.serendipitylabs.com) is raising the bar by delivering coworking as an upscale hospitality brand that addresses the needs of mobile professionals, independent workers and project teams. It offers workplace memberships that include part-time and full-time coworking, dedicated private offices or team rooms and day passes to our network of worklounges. Corporate membership, with central billing and reporting is also available. OASIS®, the proprietary cloud-based, enterprise class technology platform supports service delivery. The Serendipity Labs network is growing through owned, managed and franchised locations in office buildings, high-rise residential projects, hotels and retail properties across the US.

SOURCE The Pinnacle Companies

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