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Bulfinch Co. installs Wall St. Journal Office Network in props.

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The Wall Street Journal Office Network (The WSJ Office Network) has installed network screens in several properties owned and managed by The Bulfinch Companies, Inc., a leading real estate investment, development and management firm . Totalling more than 500,000 s/f, the properties include Cambridge Discovery Park, Cambridge; Trapelo Corporate Center, Waltham; the Atlantic Charter Building, Boston; as well as First Needham Place and the Hillside Office Building, Needham.

The agreement, negotiated by Brett Greenberg, Office Media Network's senior vice president of real estate development, will increase viewership of the network to 2.5 million business professionals per month.

Developed by Office Media Network (OMN) and Dow Jones & Co., The WSJ Office Network delivers up-to-the-minute news, building communications and highly targeted digital advertising through high-definition flat screens located in the lobbies and elevators of premier office buildings across the country.

The installation of the screens augments Bulfinch's well-known commitment to customer service through its tenant service program. In 2007, the Boston chapter of National Association of Industrial and Office Properties (NAIOP) awarded Bulfinch the prestigious Developer of the Year Award for its industry and business leadership and quality of products and services.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540