

CRAIN'S

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edited by Valerie Block

It's code for cool

SEINFELD'S ELAINE stooped to nabbing a dead granny's 212 phone number to avoid getting the dreaded 646. Businesses can pay Manhattan Virtuals to lease a coveted 212 area code, even if they move their offices to Topeka.

The company, which caters to small businesses looking to avoid city rents, offers the 212 phone numbers as part of various virtual office packages, which include a Manhattan mailing address and use of office space for client meetings and such at one of the company's three "touch-down stations."

"It's like combining the library, Kinko's, Mailboxes Etc. and Starbucks," says Manhattan Virtuals founder **Kareem El-Heineidi**,

who scarfed up a bunch of 212 lines five years ago. Next up, Mr. El-Heineidi will sell lunch at his office stations.



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*Contributors: Kira Bindrim,
Lisa Fickenscher, Matthew
Flamm, Rong Xiaoping*