

The Record BUSINESS

FRIDAY, FEBRUARY 15, 2008

THE MARKETS

DOW

175.26

Close:
12,376.98

S&P 500

18.35

Close:
1,348.86

NASDAQ

41.39

Close:
2,332.54

Market Movers B-2

GETTING AHEAD

WHAT'S NEW

Every year since 1996, when **Tickle Me Elmo** was a runaway bestseller toy, Fisher-Price has come out with a new Elmo with new moves. This year, they've turned him into a stand-up, and sit-down, comedian.

Fisher-Price, with the help of Clifton-based Freeman Public Relations, Thursday unveiled **Elmo Live**, the animated, battery-operated toy the company is hoping will be the star of Christmas 2008.

The newest version of Elmo moves his mouth when he speaks, waves his arms, sits and stands, crosses his legs, and waves his arms, all while telling jokes and stories.

Elmo Live won't arrive in stores until mid-October, but Fisher-Price and Freeman will be giving toy retailers and the media "sneak peaks" at the doll during Toy Fair, which opens in New York on Sunday. The retail price for Elmo Live is expected to be \$59.99.

Freeman Public Relations has masterminded all of Fisher-Price's Elmo campaigns, including the media blitz for the 1996 Elmo, which resulted in near riots at toy stores as customers fought over the dolls.

— Joan Verdon



DEALS

Rutherford-based **AXS-One Inc.**, which provides archive management software, said it has agreed to have Quest Media and Supplies Inc., a Sacramento, Calif., technology services firm, resell its AXS-One Compliance Platform.

Under the accord, Quest will resell the software bundled with its current electronic messaging storage services. AXS' software will enable businesses to retrieve electronic messages, images, reports and procedures archived for regulatory compliance, litigation, discovery, corporate governance and industry regulations.

— Carol Fletcher

Airlines poised for deals

By **DAVID KOENIG**
THE ASSOCIATED PRESS

DALLAS — United Airlines and Continental are in advanced negotiations and could complete a combination quickly if Delta and Northwest strike a deal, according to a person familiar with the negotiations.

However, there are still significant issues to resolve, according to the person, who was not authorized by the companies to talk about the deal.

United spokeswoman Jean Medina and Continental Airlines Inc. spokesman Dave Messing de-

Continental set to act if Delta, Northwest merge

clined to comment.

Delta Air Lines Inc. and Northwest Airlines Corp. have been intently discussing a deal for several weeks, according to people familiar with the situation. But issues such as combining workforces remain obstacles.

The prospects for an imminent deal seemed to improve Thursday when Air France-KLM, the

world's largest airline by revenue, said it was considering investing in a Delta-Northwest combination.

Such a deal is expected to trigger more consolidation in the highly competitive airline industry, as rivals try to match or eclipse Delta-Northwest, which would become the world's largest airline.

United, owned by UAL Corp., and Continental must wait for the

Delta-Northwest talks to run their course because Northwest can block any deal involving Continental. That veto power is the vestige of Northwest's onetime stake in Continental.

The Chicago Tribune reported that United hasn't ruled out bidding for Delta if Delta can't close the deal with Northwest. That would give Chicago-based United the ability to play Northwest and Houston-based Continental off each other in a search for the best possible deal.

The Tribune reported that Continental Chief Executive Lawrence See **AIRLINES** Page B-8

INDUSTRY: RETAIL

Sauer chief fills husband's shoes

45-year training was by 'osmosis'

By **JOAN VERDON**
STAFF WRITER

The new head of Paramus retail real estate firm A.H. Sauer & Associates has been on the job for less than a year, but she estimates she has 45 years of experience "by osmosis."

Susan Low Sauer, 72, the widow of developer Alvin H. Sauer, has taken the reins of her husband's company, which owns and manages more than 120,000 square feet of retail space along Route 4 in Paramus.

Sauer said that since her husband's death last April, she has



DANIELLE P. RICHARDS/STAFF PHOTOGRAPHER

Susan Sauer, head of A.H. Sauer & Associates, at the 35 Plaza strip shopping center in Paramus. Her firm is its leasing agent.

it considers the 7,000-square-ft store at 35 Plaza to be its 1st Coast flagship. It opened its 1st New Jersey store in Shrewsbury in January, and is constructing a North Brunswick shop.

Road Runner moved in at an off-price chain Loehmann's decided to close its Loehmann Shoes store in the center. Sauer was in the enviable position having a new tenant lined up for the old tenant had left. "Loehmann's moved out Dec. 1, we turned the space over to Road Runner, and they opened Feb. 1," she said.

One of the first tenants to move in when 35 Plaza was under Sauer's leadership was David Michael hair salon, a 2,400-square-foot salon with stylists. "The location has be-

NOS Energy Drink, a product of Englewood-based Fuze Beverage and Holley Performance Products, has announced a part-