

MailOnline

Linsanity is here to stay as Jeremy rents swanky downtown apartment and is the subject of a new book

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The Linsanity that has taken over New York is now setting up roots, as the 23-year-old basketball player signed on a condo.

News of his rental apartment comes along with record-breaking figures that prove he has more New Yorkers watching Knicks games than ever before.

The Knicks said Tuesday that their past two games were the highest-rated regular season events on MSG since the network began tracking household ratings in the 1988-89 season.

That easily beat the previous high in the regular season, a 6.78 rating for Michael Jordan's famed "double-nickel" game on March 28, 1995, when he scored 55 points in his first game back at Madison Square Garden since ending his retirement.

The Knicks also announced that an online auction for the autographed jersey Mr Lin wore in a victory over the Lakers, plus four tickets to Wednesday's game against Atlanta and a chance to meet the former Harvard star, raised \$42,388 for the Garden of Dreams Foundation.

Mr Lin may be planning on banking in on his name as well, as The

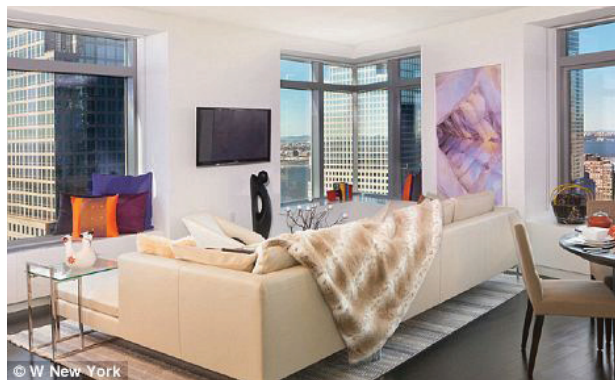
New York Post reports that the athlete's agent has received over 1,000 endorsement requests.

'There's been so much interest, and so many people reaching out, it is overwhelming,' an unnamed source told the paper.

'They're working to build a team to handle all this, and hiring marketing and P.R. executives. He has met with IMG.' Questions of endorsement deals and marketing teams are all new to Mr Lin, who famously was crashing on his brother's couch when he started to shine.



Need a rest? Good thing Jeremy Lin's got a Manhattan apartment now to make his commute time after games much shorter



Luxurious: The apartments come furnished with top-of-the-line goods

Now that he has bought an apartment in White Plains and is renting an apartment in the swanky W Hotel downtown, he has a few of his own couches to choose from.

He is now renting a 1,182 square-foot condo in the Sunshine Select Residences of the hotel, which is located immediately next to Ground Zero.

The brochure of the apartments boasts the incredible view it has overlooking the September 11 memorial.

While the remembrance aspect may be greatly appreciated by Mr Lin, he is most concerned about the proximity to Madison Square Garden as it will shorten his commute greatly during the basketball season.

The apartment comes furnished with luxury couches, and the complex features a gym and digital lounge with a movie screening room and video games.

Given his background in economics, it isn't surprising that Mr Lin opted against the most expensive condo. Instead, he chose one of the mid-level units available.

Rents in the building range anywhere from \$3,600 to \$8,900 per month.

To ensure that the Lin-fever can stay on for eternity, the Hachette Book Group says it is publishing a book titled *Jeremy Lin: The Reason for the Linsanity* by Timothy Dalrymple.

It is due in stores in May and will chronicle Mr Lin's high school, college and early career in the NBA, while highlighting the media explosion ignited by his success as starting guard with the Knicks.



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Located next to Ground Zero in the Financial District, the residences in the W Hotel have great views of the city's downtown skyscrapers



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Expenses: Mr Lin opted for a mid-of-the-range apartment, all of which range from \$3,600 to \$8,900 per month