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ALLIANCE FOR DOWNTOWN NEW YORK HOSTS LOWER MANHATTAN SMALL BUSINESS COMMUNITY EXPO

*Free Educational and Networking Event Will Bring Together Downtown's Small
Businesses, Non-Profits, Business Consultants and Service Providers*

New York, NY, May 19, 2009 —

The Alliance for Downtown New York is bringing together Lower Manhattan's business community by sponsoring a free educational and networking event for small business owners, entrepreneurs looking to start a small business and non-profit organizations.

The Downtown Alliance's Small Business Community Expo will take place on Wednesday, June 10th at Capital One Bank, 227 Broadway (at Chambers Street), from 6:00 p.m. to 8:00 p.m.

This small business expo will provide a forum for participants to connect to free resources and learn about subjects including starting and growing a small business, cutting expenses, employee training programs and workplace health and wellness. Participants will also be able to market themselves, find new business partners and make valuable contacts. A select number of small businesses will also be able to showcase their products and services through free exhibit space.

"Lower Manhattan's growing and diversified economy consists of many up-and-coming companies, non-profits, service providers and entrepreneurs," said Elizabeth H. Berger, President of the Downtown Alliance. "This business expo will be a lively evening of networking, resource sharing and essential business advice, as well as a great way for Lower Manhattan businesses to start working together during these challenging economic times, and I thank Capital One bank for providing the space and complimentary refreshments."

Representatives from these organizations will be on hand to offer advice and services:

- **Alliance for Downtown New York**
- **Capital One Bank**
- **SCORE** – "Counselors to America's Small Business" and a resource partner of the SBA, SCORE is dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide.

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- **NYC Business Solutions** (Operated by Seedco) – Committed to helping businesses start, operate, and expand in New York City. Provides no-cost, customized services to help entrepreneurs and small business owners secure financing, receive free business education courses, save money on legal fees and develop effective business plans.
- **NYC Business Solutions Training Funds Program** – Provides New York City employers with up to \$400,000 in employee training and development financing.
- **St. Vincent's Trauma & Wellness Center** – Offers a number of outpatient mental health services for workers through their Employee Assistance Program (EAP) including health and wellness seminars on topics at the workplace, stress management, and counseling.

For more information about Downtown Alliance programs, please visit www.downtownny.com

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The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street.