



Alliance for Downtown New York, Inc.
120 Broadway, Suite 3340
New York, NY 10271
212 566-6700 Fax 212 566-6707
www.DowntownNY.com

MEDIA CONTACTS: Alliance for Downtown New York, Jeff Simmons (212) 835-2759
Shea Communications, George Shea, Mark Faris (212) 627-5766

FOR IMMEDIATE RELEASE

JENNIFER MIKITA JOINS ALLIANCE FOR DOWNTOWN NEW YORK AS DIRECTOR OF RETAIL ATTRACTIONS

New York, NY, March 17, 2010— The Alliance for Downtown New York, the city's largest Business Improvement District, today announced the appointment of Jennifer Mikita as Director of Retail Attractions. In this new role, Ms. Mikita will work to bring retailers to Lower Manhattan's dynamic mix of stores and restaurants, while supporting brokers' retail-leasing efforts.

With more than 1,060 retailers serving 303,600 workers, 55,000 residents and 5.8 million tourists annually, Ms. Mikita will work diligently to satisfy the market demands of Lower Manhattan.

"I look forward to working with Lower Manhattan stakeholders as we make Downtown an even more vibrant place to live, work and play," Ms. Mikita said.

Ms. Mikita began her career as a retail broker with Winick Realty Group, and then joined Sitt Asset Management - a real estate investment firm with a large portfolio of office buildings, shopping centers and residential development - as its Director of Retail Leasing. She later joined The De Niro Group as its on-site Sales Director for both 55 Wall Cypriani Club Suites and the Tribeca Fairchild.

"We are excited to have Jennifer join our team, bringing both her enthusiasm for Lower Manhattan and her expertise in brokerage," said Stephanie Jennings, the Downtown Alliance's Assistant Vice President of Economic Development.

###

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.

###