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**ALLIANCE FOR DOWNTOWN NEW YORK RELEASES NEW VIDEO SERIES
DEMONSTRATING LOWER MANHATTAN'S EXCITEMENT AND ALLURE**

**LEADING CREATIVE & INNOVATIVE VOICES AFFIRM LOWER MANHATTAN AS
TOP DESTINATION FOR COMPANIES SEEKING SUCCESS AND GROWTH**

(February 2, 2016) – The Alliance for Downtown New York today unveiled its second series of videos attesting to Lower Manhattan's standing as the city's top neighborhood offering unparalleled potential for growth and success for companies across all sectors. The testimonials feature industry leaders in top companies, from media giants to innovative upstarts to boldface hospitality names, and can be viewed at <http://downtownny.com/testimonials>. In addition to the individual testimonials, the Alliance also released a feature compilation video, which includes a diverse mix of the many voices that have attested to the district's dynamic energy.

"These videos feature some of the most exciting, impressive industry names – and they're declaring Lower Manhattan as the most exciting, impressive neighborhood in the city," said Downtown Alliance President Jessica Lappin. "There is no question about it. Regardless of size or industry, Lower Manhattan is the place for companies to develop, thrive and grow."

One of the featured executives, Colin Bodell, Executive Vice President & Chief Technology Officer at Time, Inc., described Lower Manhattan's vibrancy, choosing the one word to describe district: "Energy." He stated, "This is a place we will be able to harness our energy. But beyond that, it is a place we can be a part of a growing network and that will continue to grow and thrive with each coming year. Quite simply, the opportunity in Lower Manhattan is unmatched."

Jill Bright, Chief Administrative Officer at Conde Nast, stated, "Lower Manhattan is woven into our company and brand. We are part of this neighborhood as it is transforming before our eyes, and we are proud to be a part of this exciting moment, part of this cool environment representative of the future."

In addition to Bodell and Bright, the newest set of videos feature: Bruce Blum, President & Co-Founder of GB Lodging and Chef Tom Colicchio, of the Beekman Hotel project; Brad Katsuyama, CEO & Co-Founder of IEX; Marc Kushner, CEO at Architizer; Miguel McKelvey, Co-Founder of WeWork; and Philippe von Borries, Founder of Refinery 29.

Lower Manhattan is proving to be a top destination for commercial locations and relocations; since 2011, the area has seen a net gain of more than 7 million square feet in relocations. Lower Manhattan's commercial leasing performance last year was its best in nearly a decade, with a total of 6.8 million

square feet leased. A number of large relocation deals were signed last year, including the Associated Press, Vox Media and Gucci, as well as Group M's expansion deal at 3 WTC.

The videos were produced by the Alliance for Downtown New York with Milkbox NY as its creative partner.

About the Alliance for Downtown New York

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, 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. For more information visit www.downtownny.com

About Milkbox NY

With client partnership and agility at their center, Milkbox NY handcrafts thoughtful video content that entices and entertains. Big and little, epic and intimate—they create stories their clients love and audiences share. Check out their work at milkboxny.com.

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