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FOR IMMEDIATE RELEASE

Downtown Alliance Appoints Jeff Simmons Vice President for Communications

*NYC Government Public Affairs Veteran Will Head
Lower Manhattan Communications Effort*

New York, NY, February 16, 2010—The Alliance for Downtown New York, the city's largest Business Improvement District, today announced that New York City and State government public affairs veteran Jeff Simmons has been named Vice President for Communications.

Mr. Simmons brings more than 2½ decades of experience in media, communications and government to the Downtown Alliance. In February 2007, he became Communications Director for the New York City Comptroller's Office, an agency with more than 725 employees.

Downtown Alliance President Elizabeth H. Berger said, "We are delighted that Jeff has joined us in this pivotal role. His years of experience and considerable accomplishments in New York government and media will bring a new dimension to the Downtown Alliance. We look forward to his guidance and leadership in helping communicate Lower Manhattan's message."

From 2002 to 2007, Mr. Simmons served as Press Secretary in the Comptroller's Office. He also served as Communications Director on the Paterson for Lieutenant Governor campaign in 2006, and as Campaign Manager on the 2005 re-election campaign of New York City Comptroller William C. Thompson Jr.

Before stepping into government, Mr. Simmons handled nearly every beat as a journalist, working as a reporter for New York 1 News, the New York Daily News, New York Post, and The (Bergen) Record of Hackensack, N.J.

Mr. Simmons has served as the Comptroller's representative on the 82nd Street Business Improvement District in Queens, the Lincoln Square Business Improvement District, and Community Board 3 in Queens.

The Alliance for Downtown New York

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. You can learn more about the Downtown Alliance at www.downtownny.com.

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