



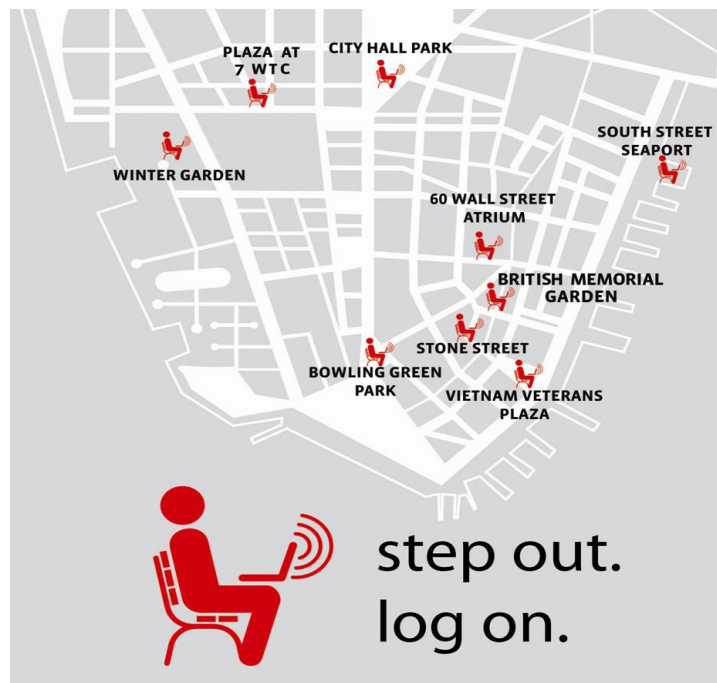
Alliance for Downtown New York, Inc.
120 Broadway, Suite 3340
New York, NY 10271
212 566-6700 Fax 212 566-6707
www.DowntownNY.com

PRESS CONTACTS: Downtown Alliance: [James Yolles](#) (212) 835-2763
Shea Communications: George Shea, Mark Faris (212) 627-5766

FOR IMMEDIATE RELEASE

DOWNTOWN ALLIANCE ENCOURAGES HIGH BANDWIDTH USERS TO COME DOWNTOWN FOR FREE WI-FI SERVICE

*First Wireless Business District in U.S. Offers 9 Lower Manhattan
Hotspots with Higher Bandwidth, New Technology, Expanded Coverage*



New York, (June 4, 2010) — [The Alliance for Downtown New York](#), the business improvement district serving Lower Manhattan south of Chambers Street, is urging New York's high bandwidth users to come Downtown to take advantage of its free Wi-Fi network following AT&T's announcement to end its unlimited data plan for iPhone and other smartphone users.

One way for consumers to cut costs is to start using more free Wi-Fi on their phones and iPads, and the Downtown Alliance has enhanced its network to provide free coverage spanning more than 500,000 square feet of space at nine hotspots in parks and public spaces throughout Lower Manhattan, from City Hall Park to Bowling Green.

“Lower Manhattan’s extensive free Wi-Fi network offers a tremendous bargain for some of the city’s biggest bandwidth users, including new iPad owners,” said [Elizabeth H. Berger](#), president of the Downtown Alliance. “With nine locations — and more on the horizon — Lower Manhattan continues to set the wireless standard for central business districts.”

The Downtown Alliance established the Lower Manhattan Wireless Network in 2003. Lower Manhattan was the first wireless business district in the United States and remains a world leader in free public Wi-Fi. The network enables workers, residents and visitors to connect to the Internet from iPads, laptops, PDAs and smartphones at nine hotspots, which were recently upgraded with higher bandwidth, new technology and expanded coverage.

The network is designed to allow anyone to walk to a hotspot within minutes from any point below Chambers Street, enable connection speeds as fast as DSL and accommodate more than 254 users simultaneously at each location.

The Downtown Alliance’s Wi-Fi hotspots in Lower Manhattan may be found at:

- The Plaza at [7 World Trade Center](#)
- [Bowling Green](#)
- [British Memorial Garden](#)
- [City Hall Park](#)
- [South Street Seaport](#)
- [Stone Street](#)
- [Vietnam Veteran’s Memorial Plaza](#)
- Winter Garden and Plaza at the [World Financial Center](#)
- The Atrium at [60 Wall Street](#).

The Downtown Alliance has witnessed astronomical growth in usage Downtown. Just from 2009 to 2010, the number of connections onto the network skyrocketed by more than 128 percent. Currently, the network experiences more than 7,000 connections (on average) each month. In the last 30 days alone, with the onset of warmer weather, the Downtown Alliance has recorded more than 8,300 log-ons.

For more information, visit www.downtownny.com/discover/wifi.

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.

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