

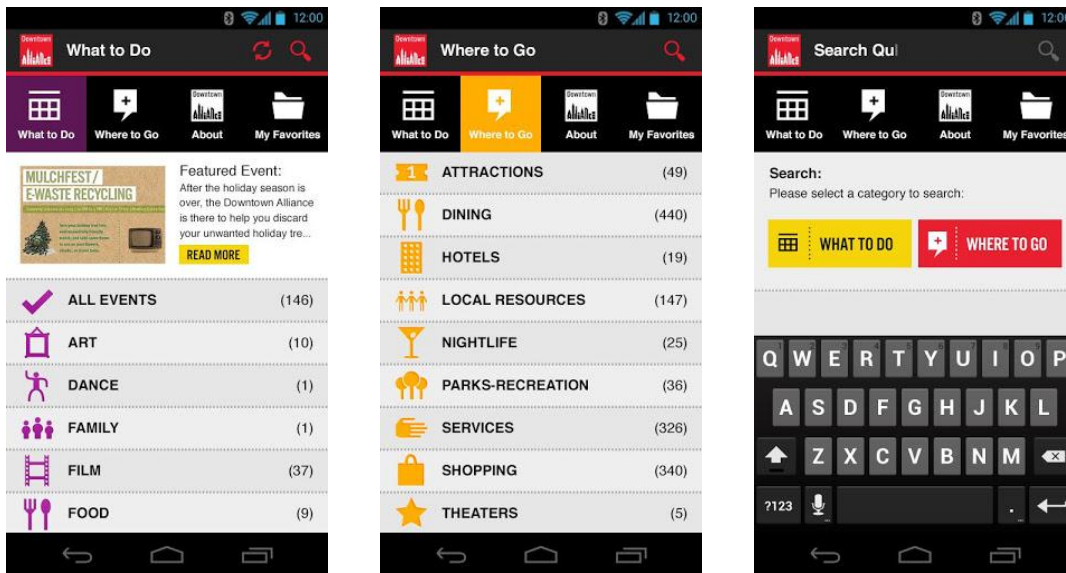


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## Downtown Alliance Announces Mobile App for Android Technology

*Now Available on Google's Android Platform, Mobile Application Features All Lower Manhattan Retailers, Restaurants, Cultural Institutions and More*



**New York, NY (January 15, 2012)** – Today the Alliance for Downtown New York announced that its free “Downtown NYC” mobile application is now available for Android platforms.

Android mobile users can access the free app by searching “Downtown NYC” in the Google Play store or by going to <https://play.google.com/store/apps/details?id=com.isite.downtownnyc>.

Launched in 2011 to help tourists, residents and workers discover the latest events going on below Chambers Street, the Downtown NYC app features information on all of Lower Manhattan’s renowned cultural institutions, retailers, restaurants, hotels, local resources and more. Since its launch, the app has had 11,000 downloads.

The app is also supported by iPhone and iPad platforms. It is available in Apple’s iTunes App Store by searching for “Downtown NYC”. The Downtown Alliance collaborated on the development of this application with I-SITE, an interactive design and marketing firm.

*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.*

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