



NYC & COMPANY WELCOMES NEW LEGISLATION TO LICENSE PEDICABS IN NEW YORK CITY

—New Yorkers and Visitors to Benefit from Increased Safety Regulations Including Insurance, Lights, Seatbelts, and Weatherproof Brakes—

New York City (June 18, 2009)—NYC & Company, New York City’s official marketing, tourism and partnership organization, today voiced its support for the City’s new legislation to license and regulate pedicabs in New York City. For the first time, under this new legislation, all pedicab vehicles to be used for commercial use in New York City will be required to pass thorough safety inspections that effectively verify functioning safety equipment, while pedicab owners will be required to carry insurance.

FOR IMMEDIATE RELEASE

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“Popular with locals and visitors alike, the pedicabs in New York City have become an iconic part of the City’s vibrant and diverse streetscape,” said George Fertitta, CEO of NYC & Company. “We are extremely pleased that in light of this new legislation, pedicab passengers will be able to enjoy a safer and more comfortable ride.”

Earlier this week, the announcement was made by Mayor Michael R. Bloomberg, Council Speaker Christine C. Quinn, and Consumer Affairs Commissioner Jonathan B. Mintz that an agreement on legislation to license and regulate pedicabs in New York City has been made. As part of the new legislation, before being licensed to operate, it will be mandatory for pedicab vehicles to undergo safety checks on equipment including headlights and taillights; passenger seatbelts; and hydraulic, disc, or drum brakes that are unaffected by rain or other wet conditions.

“New York City prides itself on the level of safety it provides to residents and visitors and the new pedicab legislation is a prime example of the City’s efforts to keep making the streets of New York City safer than ever,” said Fred Dixon, Senior Vice President of Tourism & Convention Development at NYC & Company. “Pedicabs are a great tourist attraction and it is vital for our tourism industry and for the public that we make certain that pedicabs on the streets of New York City are as safe to ride in as they can possibly be.”

Information on planning a visit to New York City is available on NYC & Company’s official tourism website at nycgo.com.

About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide.