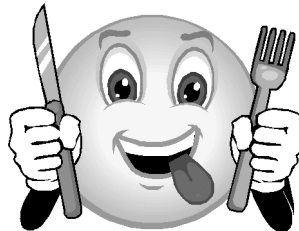


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TIMES SQUARE RESTAURANTS
AIM TO PLEASE YOUR PALATE (FOR LESS)
WITH A
“TASTE BUD STIMULUS PACKAGE”



Times Square, NY (December 22, 2008) – In a time of light wallets and grumbling tummies, the message is loud and clear - your taste buds need an immediate and comprehensive infusion of delicious, affordable cuisine. That’s exactly why the Times Square Alliance today announced the “Times Square Taste Bud Stimulus Package”, a special dining program intended to treat New Yorkers and visitors to restaurants in the Times Square area with special discounts on everything from burgers and beer to chardonnay and filet mignon.

The program, which kicks off on January 1, 2009 and runs through January 31, 2009, will offer discounts to all patrons at more than 30 participating restaurants.

“This holiday season, let’s make a point not to forget the taste buds of New Yorkers and visitors alike – taste buds that are crying out for relief and need more than empty rhetoric - they need a stimulus package, and they need it now,” said Times Square Alliance President Tim Tompkins. “In all seriousness, we’re all feeling the pinch in our wallets this holiday season, so what better time than now to take advantage of outstanding deals at some great Times Square restaurants. These discounts are enough to tempt anybody to the table of one of Times Square’s world-class eateries.”

Restaurants are offering a bevy of mouthwatering offers, including:

- Azalea’s \$24 prix fix three-course lunch
- B. Smith’s 15% discount on all menu items, lunch and dinner
- Bar 10’s 30% discount on bar dining
- Bourbon Street Grille’s “10 items for \$10” lunch
- Ciro Trattoria’s \$28.95 prix fix dinner
- Havana Central’s \$19.95 “Don’t Worry, Be Happy” three-course lunch
- Joshua Tree’s 10% discount on all menu items, lunch and dinner
- Le Rivage’s \$22 three-course Prix Fixe
- Pergola Des Artistes’ 10% dinner discount
- Playwright Celtic Pub’s 20% discount on all menu items, lunch and dinner

- Rosie O'Grady's \$29.95 prix fix dinner
- Shula's \$35 prix fix dinner
- Two Times Square's 15% discount on all menu items, lunch and dinner

A full list of restaurants participating in the **TASTE BUD STIMULUS PACKAGE** is available online at the Times Square Alliance web site, www.TimesSquareNYC.org.

ABOUT THE TIMES SQUARE ALLIANCE: the Times Square Alliance, founded in 1922, works to improve and promote Times Square so that it retains the creativity, energy and edge that have made it an icon for entertainment, culture and urban life for over a century. In addition to providing core services with 50 Public Safety Officers and 50 Sanitation associates, the Alliance promotes local businesses, co-coordinates numerous major events in Times Square like New Year's Eve and Broadway on Broadway, manages an Information Center and advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues. The District covers most of the territory from 40th Street to 53rd Street between 6th and 8th Avenues, as well as Restaurant Row (46th St. between 8th and 9th Avenue).