

FOR IMMEDIATE RELEASE

Contact: Matt Rosenberg
Ph: 786-525-6969
mrosenberg@makinita.com

Contact: Janel Patterson
Ph: 212-312-3523
jpatterson@nycedc.com



NYCruise & Stazioni Marittime S.P.A. Sign International Sister Seaports Agreement

Partnership Supports NY Cruise's Initiative to Expand Transatlantic Travel to New York City as a Destination Port

March 18, 2009, New York City – NYCruise, a unit of New York City Economic Development Corporation, announced today that it has signed an International Sister Seaports Agreement with Stazioni Marittime S.P.A of Genoa, Italy. The agreement officially links NYCruise's Manhattan and Brooklyn ports with Stazioni Marittime's Genoa port in shared efforts to increase traffic and operational efficiencies between the two. It also builds upon NYCruise's initiative to increase transatlantic travel through New York City as a destination port – an effort that has already resulted in increased transatlantic port calls and international passenger traffic.

The agreement was developed to enhance transatlantic cooperation between ports that already share a common carrier, MSC Cruises. MSC's NY visits alone are projected to bring more than 23,000 visitors to New York City in 2009-2010, with an estimated economic impact to New York City of more than \$3.5 million.

Details of the agreement include:

- Increasing port traffic and port activities through joint ventures
- Sharing information regarding each cruise market, historical data, infrastructure development, and marketing research
- The formation of technical working groups to organize training courses on areas of mutual interest
- The consideration of bi-annual Sister Seaport meetings to highlight accomplishment and knowledge within affiliated sister ports.

“We are excited to work directly with Stazioni Marittime to increase transatlantic passenger traffic between New York City and Genoa and also increase New York City's role as a world-class destination port. By working together, both ports will enhance operational and economic efficiencies as well as benefit the lines that serve them. Ultimately, the passengers traveling between the two will have an improved start to finish experience,” said Tom Spina, Director of Cruise Operations for NYCruise.

About NYCEDC

New York City Economic Development Corporation is the City's primary vehicle for promoting economic growth in each of the five boroughs. NYCEDC's mission is to stimulate growth through expansion and redevelopment programs that encourage investment, generate prosperity and strengthen the City's competitive position. NYCEDC serves as an advocate to the business community by building relationships with companies that allow them to take advantage of New York City's many opportunities. For more information, visit www.nycruise.com or contact Tom Spina at 212-312-4286.