

PARTY VERDICT: LIKE OUR PARTNERSHIP, IT'S A HIT!

MVP/NY would like to thank all of you for joining us at the First Annual MVP-VIP Party on August 6. From out-of-this-world gourmet spreads and bottomless bellinis to the Whoopi Goldberg celebrity spotting, this glamorous event at Cipriani's fabulous Wall Street location was a smash hit—a fitting celebration of our shared success and a much-welcomed opportunity to meet friends old and new. Thank you for making it a night to remember! And here's to many more!



L to R: Tom Fox, New York Water Taxi; Geraldine Lewis; Tom Lewis, Gray Line New York Sightseeing



L to R: Robert Malta NYCRG; Michelle Mascioli; Tom Bifulco, NYCRG; "Whoopi"; Merrie L. Davis, MVP/NY; Roberto Passon, NYCRG; Lauren Alperin, MVP/NY



L to R: Karl Daniel, The Shops at Columbus Circle; Beth Mahoskey, Related—Time Warner Center; Paula Cohen and Merrie L. Davis, MVP/NY

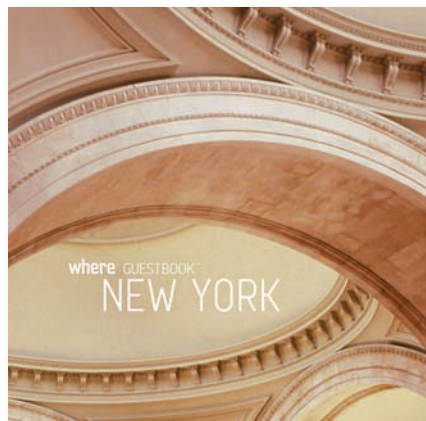


L to R: Marco Berna, Jolly Hotel Madison Towers; Ellen S. Lynhart; Dr. Jan Lynhart



L to R: Jacqueline M. Relyea, Bloomingdale's; Merrie L. Davis, MVP/NY

WE'RE IN ALL THE RIGHT PLACES



Your Preview for 2008-2009

where
GUESTBOOK[®]
NEW YORK

MVP/NY's targeted distribution and circulation is always growing, and with it your exposure. Here are just a few prominent locations we've recently added:

Where *GuestBook New York* is now in-room at:

- ★ DREAM New York
- ★ NIGHT New York
- ★ TIME New York
- ★ The Carlton Hotel on Madison Avenue
- ★ The Belvedere Hotel
- ★ The Roosevelt Hotel
- ★ The University Club of New York
- ★ The Bryant Park Hotel
- ★ Alternative Business Accommodations (ABA)—upscale corporate housing

The Carlyle now carries *IN New York* magazine in-room.

Swanson Tours now carries *QuickGuide New York Itineraries*

To start getting your message out at these strategic locations, call your account manager or Christine Mularoni at 212.636.2716.

(Continued on reverse side)

BE A PART OF IT!

2008 HOTEL EXCELLENCE AWARDS

As you enjoy the fall foliage, the voting is well underway for the 2008 Hotel Excellence Awards (HEA). HEA incorporates the prestigious Silver Plume Awards (honoring top hotel concierges and general managers, as chosen by their peers) and the Hotel Experience Awards (voted on by our readers)—giving you maximum access to the crème de la crème of the influential hospitality industry. With favorable exchange rates drawing record-breaking numbers of active international visitors to New York City's shops, restaurants, luxury services and attractions, this year's HEA is more important than ever. MVP/NY's premier annual gala—the most prestigious hospitality industry award, and the only one sanctioned by the Hotel Association of New York City—is your best opportunity to stand out in front of the most desirable crowd: concierges, hotel general managers, food and beverage executives, sales and marketing directors and event sponsors.

Jonathan M. Tisch, Chairman and CEO of Loews Hotels and Chairman of the Board and Member of the Office of the President of Loews Corporation, will receive the venerated "Lifetime Achievement Award." The HEA is also your chance to support some crucial causes through a fun silent auction. Sponsors receive exposure throughout the evening with signage, program inclusion, tickets and even the opportunity to be an award presenter! Sponsorships are available at different levels of commitment. Secure yours today—call your account manager or MVP/NY President/Publisher Merrie L. Davis at 212.716.2770!

BROADENING OUR HORIZONS— AND YOUR BUSINESS

MVP/NY has signed a strategic partnership with Broadway Channel, the premier resource on everything that's hot and happening on—and off—the Great White Way. This exclusive hub of theater information is available only in New York's finest hotels on Channel 38. As part of this agreement, Broadway Channel will air an MVP/NY commercial promoting all five of our titles for twenty-six consecutive weeks! For more information on Broadway Channel, visit www.broadwaychannel.com.

Sponsorships Galore

As your strategic sales and marketing partner, MVP/NY is always on the lookout for new ways to get your message out in front of more and more of New York City's record numbers of travelers. From collateral distribution to product placement, we thought you might like to know what we have in store when you partner with us. To start taking advantage of this exclusive value-added exposure, contact your account manager or Christine Mularoni at 212.636.2716.

★ There's still time to take advantage of these opportunities:

- ★ **3rd Annual NY Brewfest at South Street Seaport**
SEPTEMBER 12
This celebration of craft beer showcases New York State's outstanding breweries and draws thousands of visitors and locals.
- ★ **Tastings NYC at Pier 94**
NOVEMBER 7-9
MVP/NY's large lifestyle pavilion will stand out at this exhibition of NYC's best in luxury cooking, dining, spirits and wellness. Approximately 50,000 people expected. (Call your account manager to discuss how you can participate.)
- ★ **The New York Times Travel Show at the Jacob K. Javits Convention Center**
FEBRUARY 6-8, 2009
Showcasing top travel options, this popular event is the ideal way to reach thousands of travel consumers and industry professionals.

★ **Architectural Digest Home Design Show at Pier 94**
MARCH 26-29, 2009
(publications only)
Nearly 25,000 people with a shared passion for home design will be out in full force for this four-day event.

★ **The 15th Original GLBT Expo at the Jacob J. Javits Convention Center**
MARCH 21-22, 2009
(publications only)
The oldest business and entertainment event for the gay, lesbian, bisexual and transgender community is also the #1 GLBT expo in attendance, exhibitors, advertising and promotion.

☆ Other events (dates TBD):

- ☆ **Taste of TriBeCa**
This culinary festival brings together the rich flavors of the chic neighborhood's best restaurants.
- ☆ **New Taste of the Upper West Side**
Celebrating a renaissance in gourmet dining, this event puts the famous neighborhood's most celebrated chefs and their restaurants on display.
- ☆ **GayFest**
This month-long festival is the country's premier showcase of gay-themed plays. It's presented all over town.
- ☆ **Taste of Times Square**
One of New York's most popular outdoor food festivals, with dozens of participating eateries from "The Crossroads of the World."

HOT DATES

You don't
want to miss
these upcoming
special issues:

QuickGuide New York Itineraries

Nov. issue closes Sept. 9

IN New York & Where New York

Nov. Art & Antiques Issues close Sept. 25

Dec. Gift Guide Issues close Oct. 25

Jan. 2009 Dining Issues close Nov. 20

HEA

The deadline to reserve space in the 2008 HEA Program is Dec. 5.