



IN NEW YORK MAGAZINE
WHERE® MAGAZINE NEW YORK
WHERE GUESTBOOK® NEW YORK
QG: NYC'S OFFICIAL QUICKGUIDE
IN NEW YORK MAP

FOR IMMEDIATE RELEASE

March 9, 2009

Contact: Nicole Meseguer
MVP/NY
212.636.2735

79 Madison Avenue, New York, NY 10016
P: 212.557.3010 F: 212.716.8578
W: mvpny.net

MVP/NY is a Multimedia Publishing Division of
Morris Communications Company

NEW YORK WATER TAXI TAPS MVP/NY AS EXCLUSIVE CONTENT PROVIDER

New York (March 2009): MVP/NY, the leading multimedia provider of New York City information, has forged a major “nautical” partnership with **Harbor Experience Companies** to become the **Official Tour and Travel Partner** for **New York Water Taxi**. MVP/NY’s portfolio of travel products, including *IN New York* and *Where New York* magazines, *QG: NYC’s Official QuickGuide* and *IN New York Map*, will appear on all 11 Water Taxi vessels. This valuable new distribution “vehicle” boosts MVP/NY’s profile with **local readers from all five boroughs and Tri-State Area visitors**.

Water Taxi’s fleet, including the recently acquired **Circle Line Downtown**, has selected MVP/NY as its exclusive onboard content provider. MVP/NY’s monthly magazines, itinerary guide and map will be available not only to thousands of seaborne sightseers on Water Taxis and *Zephyr*, but also to local passengers on commuter boats and the *IKEA Express shuttle*, as well as sunbathers at **Water Taxi Beach** in Long Island City. MVP/NY will also receive prominent placement on all **New York Water Taxi** promotional materials, boat signage and on the back of every printed ticket. MVP/NY President/Publisher Merrie L. Davis, who has been hailing her “favorite yellow water cab” for years, now hails the key relationship with one of New York’s major means of travel and transportation. “Our publications have gone ‘amphibious.’ By land or by sea, we’re everywhere in NYC. This exclusive partnership is a win-win for both of us: MVP/NY gains a strong foothold with New York’s large local seafaring community while expanding its presence with travelers. **New York Water Taxi** is receiving a great amenity for its passengers and beachgoers.” By extending the reach of MVP/NY’s publications, “We’re now able to help locals, as well as visitors, get the most out of New York City,” says Editor-in-Chief Trisha S. McMahon. “I’m delighted that **New York Water Taxi** passengers can now use *IN New York* and *Where New York*, our monthly magazines, to find in-depth information on shopping, entertainment, art, museums and fine dining. Our *QG: NYC’s Official QuickGuide* helps them plan their entire day before they disembark. And with the *IN New York Map*, they’ll know exactly how to get wherever they’re going.”

About MVP/NY

Morris Visitor Publications New York (MVP/NY) is a division of Morris Communications Company. MVP/NY’s market-leading visitor publications include *IN New York* and *Where® New York* magazines, *QG: NYC’s Official QuickGuide*, *Where GuestBook® New York* and *IN New York Maps*. Reaching every segment of the visitor market—from leisure and family to business and luxury travel—MVP/NY products appear at more than 300 of New York’s most distinguished hotels, visitor centers and high-traffic attractions, private clubs and upscale corporate housing, and generate annual readership in excess of 33 million. For more information, log on to www.mvpny.net.

About New York Water Taxi

New York Water Taxi, now part of Harbor Experience Companies, counts 11 sightseeing and commuter boats in its fleet, the *IKEA Express* shuttle and the recently acquired Circle Line Downtown’s 600-passenger *Zephyr* and the 149-passenger speedboat *Shark*. It is also the owner and operator of Water Taxi Beach in Long Island City. For more information, log on to www.nywatertaxi.com.