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DISCOVER THE KEY TO UNLOCKING NEW BUSINESS

New York (March 2010): On Thursday, April 22nd, 2010 from 6 p.m. to 8 p.m. MVP/NY will host another highly lauded seminar **“MEET THE CONCIERGE: YOUR KEYS TO THE CITY”** for the membership and guests of the Luxury Marketing Council. This seven-member panel comprised of the New York City’s leading concierges and moderated by Trisha S. McMahon, Editor-in-Chief/SVP of MVP/NY publications will explore the secrets for tapping into and working with the city’s exclusive concierge community, in order to garner additional business from the booming \$30-plus billion travel market. In 2009 alone, 47 million people visited New York City and spent \$6 billion on shopping, \$7.2 billion on food and beverage, \$6 billion on recreation/entertainment, and the concierge were in large part instrumental in advising those 47 million visitors on how and where to spend their money. The concierge community are, in fact, an instantaneous conduit to those travel dollars, and it’s this seminar’s intention to shed some light on ways NYC businesses can reach them.

The Manhattan location for the “Meet the Concierge...” seminar will be announced at a later date. But reservations are being accepted now at (212) 453-2055. Note: Seating is limited and is on a first-come, first-served basis, with ticket preference given to members of the Luxury Marketing Council.

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About the Luxury Marketing Council:

Founded in 1994, The Luxury Marketing Council Worldwide is an exclusive, “by invitation only” collaborative organization of 2,800 top CEOs and marketing executives who represent more than 860 major luxury goods and services companies. The Council serves primarily as a catalyst in bringing the smartest, most imaginative marketers of luxury products and services together to explore best practices and critical issues, and share intelligence on best customers and market trends. Each of the Council’s chapters, across the United States and globally, hosts a multitude of member-only events throughout the year including moderated panel discussions featuring experts in the luxury arena, Think Tanks, Executive Roundtables, Common Practice Surveys, CEO Breakfasts, and other events. <http://luxurycouncil.com>

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: New York City’s QuickGuide*, *Where GuestBook® New York* and *IN New York Map*. 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, airports, on New York Water Taxi boats, Amtrak trains and Acela VIP lounges and in upscale corporate housing, generating an annual readership in excess of 34 million. For more information, log on to www.mvpny.net and www.innewyork.com.