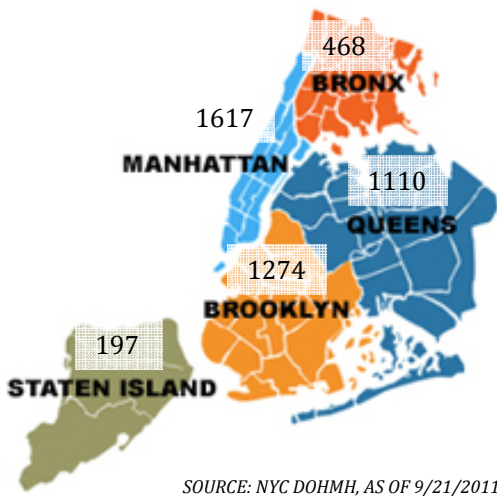


NEW BUSINESS ACCELERATION TEAM

BY THE NUMBERS

Newly permitted restaurants by borough:



So far, NBAT has assisted with the opening of

498

restaurants



SOURCE: NBAT, 10/26/11

48.8 million tourists visited NYC in 2010

\$31.5 billion total revenue through tourism in 2010

SOURCE: NYCGO.COM, AS OF 10/05/11

8.2 million People live in NYC (includes five boroughs)

SOURCE: U.S. CENSUS BUREAU, 2010

TOP FIVE CUISINES

Out of the 4,666 newly permitted restaurants in 2010

1. American 1058
2. Chinese 643
3. Pizza 221
4. Café/Coffee/Tea 219
5. Spanish 161

SOURCE: NYC DOHMH, AS OF 9/21/11

Percentage of newly permitted restaurants with 50 seats or less in 2010

87%

SOURCE: NYC DOHMH, AS OF 9/21/11

AVG. COST OF DINNER \$41.76 (INCLUDES DRINK, TAX & TIP)

SOURCE: ZAGAT 2011 NEW YORK RESTAURANTS GUIDE

of the **260,000** employed in Food Services and Drinking Places in New York City,

NBAT Facilitated the creation of **5,033 jobs**

SOURCE: NYS DEPARTMENT OF LABOR, 2011 AND NBAT, 10/06/11

By working with NBAT, clients can save an average of

71 days

SOURCE: NBAT, 10/05/11