

From: IN:NYC from American Express
New York, NY

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FOR IMMEDIATE RELEASE

49% OF YOUNG NEW YORKERS LIVE IN THE BIG APPLE FOR ITS BUSINESS OPPORTUNITIES AND POTENTIAL TO MAKE MILLIONS, ACCORDING TO IN:NYCSM CARD POLL FROM AMERICAN EXPRESS

29% CONSIDER THE L-TRAIN AN IDEAL LOCALE TO SCORE A DATE

NEW YORK (October 11, 2005) – Surprised that Blackberries and customized suits are becoming ubiquitous in the Big Apple? You shouldn't be as 49% of young New Yorkers choose to live in "the City that Never Sleeps" for business opportunities that offer lots of money, according to the IN:NYC Card Survey. Other survey findings unearth a revelation for all single New Yorkers looking to score their next date as 29% of those rate the L-Train as the best New York City MTA line pick-up spot while 21% consider New York's parks and neighborhoods as the city's best-kept secret.

The poll of 600 New York residents, ages 25-35, was conducted to celebrate the IN:NYC Card from American Express, a fee-free Credit Card designed for young and social New York adults that offers a bevy of rewards at New York's hottest locations. American Express fielded similar polls in Chicago for its IN:CHIGAGO Card and Los Angeles for its IN:LA Card to compare young adult views in three of the United States' most happening cities.

Following are highlights from the poll:

- **Reasons people choose to Live in New York**– Show me the money. A whopping 49% of New Yorkers choose the Big Apple for business opportunities and big paychecks. A hearty 14% of those polled stick around for the diverse array of restaurants, while 12% love to shop 'til they drop', inhabiting New York for the cutting-edge shopping and fashion scene.
- **Best MTA Line Meeting Ground for Singles**– In addition to the 29% of respondents who said that the L-Line is the best meeting ground for singles, 10% of New Yorkers surveyed prefer the Westchester commuter line, Metro North, to mingle with other singles. Another popular answer was the Village-bound M8 bus at 9%.

- **Best Kept Secret in New York City**– In a surprising finding, many believe New York’s most well-known places to be the city’s best kept secrets. A sizable 21% of respondents find that New York’s parks and neighborhoods, with some naming Central Park (4%) and 42nd street (1%), were the Big Apple’s best kept secret. 11% believe New York’s restaurants and food to be the city’s best kept secret. Showing true diversity and scope, many other colorful write-in answers included fruit stands, Century 21, and “friendly people”.
- **If Autumn in New York were Heaven**– With Autumn returning, the hustle and bustle is back in the Big Apple, and 26% of impatient New Yorkers surveyed note that “taxi-cabs would be on-duty all the time” if Autumn were heaven. With yet another thrilling playoff series, 24% percent dream that baseball could be this exciting all year around while “no line or cover charges” would be heavenly for 22% of respondents. A privacy-seeking 14% suggest that if Autumn in New York were heaven, the “Hamptons would be this quiet during the summer”.
- **Best Remedy for a Late Night Out** –New Yorkers are tough as nails -37% polled suggest that one should just take a couple of aspirin and deal in order to get rid of the remnants of a late night. 26% are more wary and “drink enough water to fill the Hudson River” before going to bed. A raucous 6% insist that drinking another beer in the morning is the best way to wake up.
- **The Perfect Night in New York** – New Yorkers aren’t universally so party-crazy after all as 49% note that “a fabulous meal with friends or a date” defines the perfect New York night while 14% crave “staying home, ordering in, and watching television.” Have no fear, 9% still find perfection in dancing to live music with friends while 5% consider being “seen” at an in-bar or club the essence of an idyllic evening.
- **Street Meat Snack?** – New York might not be as carb-conscious as once thought. A remarkable 63% of New Yorkers surveyed enjoy pizza over salad with only 24% preferring to be health conscious with a salad. A bold 9% brave the corner street meat vendor and enjoy snacking on whatever it is that comes from the pushcart.

New York vs. Los Angeles and Chicago

The IN:NYC Card from American Express Survey polled those aged 25-35 in three of the country’s most happening cities, where it has launched its “IN” Cards to celebrate each unique metropolis. Following are some of the interesting comparisons gleaned from questions asked to inhabitants of each of the three cities.

You’ve just Won \$5 million:

84% of New Yorkers, 80% of Angelenos, and 81% of Chicagoans would still stay in their city after winning \$5 million. However, 9% of those polled in Los Angeles and 7% in Chicago

would actually move to New York with the money. 7% of New Yorkers would ditch the Big Apple and move to LA.

Yum Factor:

24% of New Yorkers proudly responded that dining at restaurants is what they most identified with about living in the Big Apple, while 25% of Chicagoans say the same about their city. Surprisingly, only 17% of Los Angeles residents choose “eating/dining/restaurants” as the best aspect of their city.

I’ll Take that to Go

New Yorkers are always on the move and rarely cook at home since 17% surveyed say they eat out or take-out four to six times a week with an additional 7% dining out everyday. In a similar showing, 14% of Los Angeles residents polled eat-out or take-out four or more times a week. Choosing to be Homebodies more often during the week, only 15% of Chicagoans’ polled dine out more than three times a week.

What Time is Happy Hour?

Most polled in each city make plans for happy hour around 5 p.m. or at the end of the workday (48% in New York, 49% in LA, 53% in Chicago). An eager 27% surveyed in New York use lunch to call friends and make plans while the same goes for 25% in Los Angeles and 21% in Chicago.

It’s All About the Benjamins

Finally, the young and hip of New York City and Los Angeles are nearly twice as likely as those in Chicago to spend \$200 or more on a typical weekend (24% in New York, 21% in LA, 11% in Chicago). A high rolling 6% of New Yorkers surveyed actually spend between \$300 and \$500 while 2% even spend over \$500.

Best Recovery

The majority of those polled in each city believe that one must “take an aspirin” in order to recover from a night out (37% in New York, 43% in LA, 34% in Chicago). Drinking water to recover was another popular answer at 26% for New York and 30% for Chicago. More Chicagoans than New Yorkers choose to drink another beer in the morning to re-energize (12% versus 6%), while 13% of Los Angeles residents polled wake up for brunch whether they feel the effects or not.

About the IN:NYC Card

The IN:NYC Card from American Express is a fee-free, rewards-rich Credit Card designed for social New York adults in-the-know who want to party at special events, dine at hot restaurants, jam to top music acts and experience some of the best that New York City has to offer. The IN:NYC Card features a unique loyalty program – INSIDESM Rewards – built exclusively for New Yorkers who want to eat, drink and play at many of the most fashionable spots in town.

INSIDE Rewards points can be redeemed for certificates at more than 70 New York City establishments, including a variety of stylish restaurants such as TAO; lounges like the legendary Lotus; and arts and entertainment venues and events through partners such as Gen Art. For more information, visit www.innyc.com.

About American Express

American Express Company (www.americanexpress.com) is a diversified worldwide travel, financial and network services company founded in 1850. It is a world leader in charge and credit cards, Travelers Cheques, travel, business services and international banking.

The poll was conducted by **the polling company™, inc./WomanTrend**. Full results from the poll are available upon request. The margin of error was +/- 4%.

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