

TIMES SQUARE DOMINATION

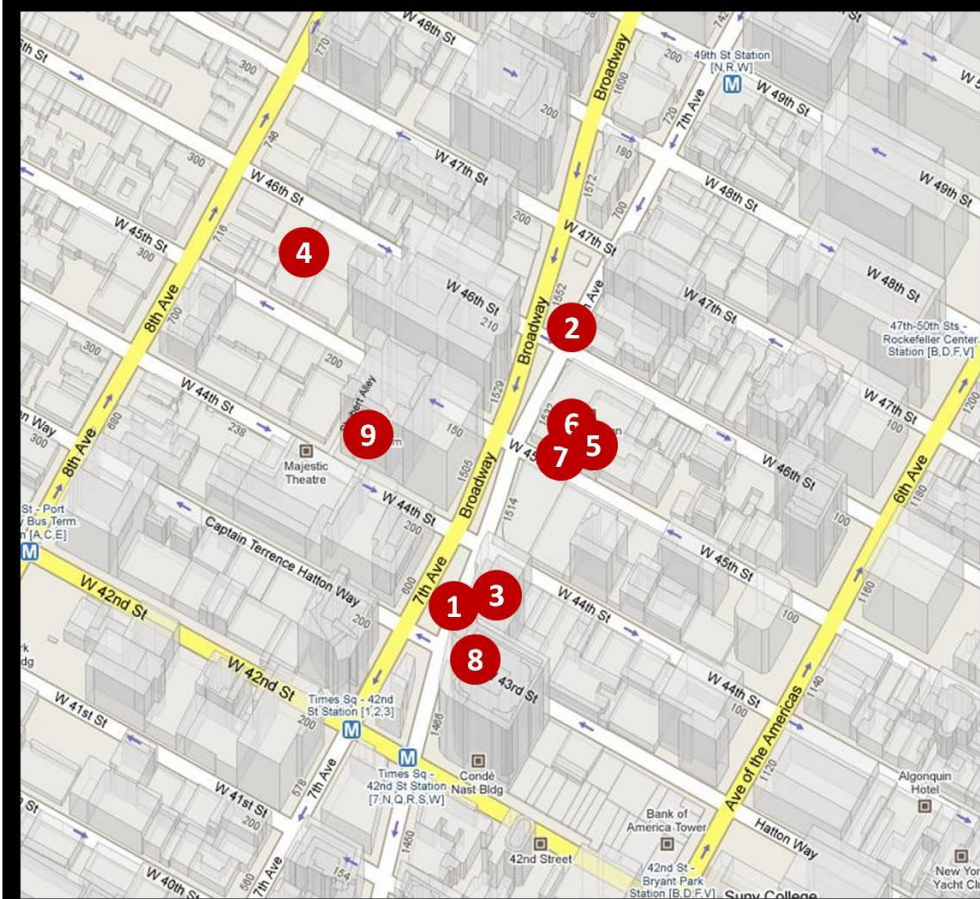
Owning the Crossroads of the World



Beyond the Screens.... Anchor Activation Sites

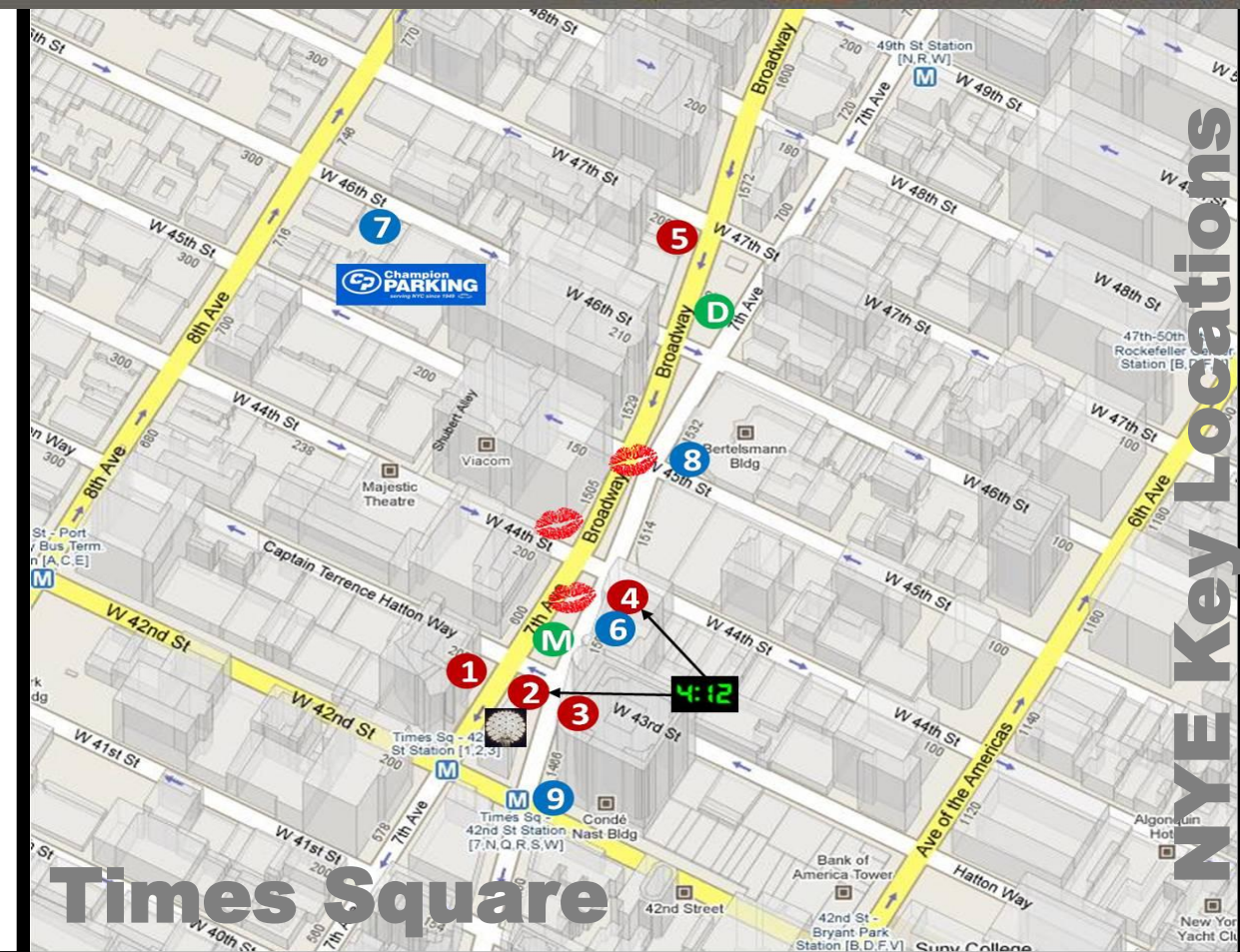
Our TSD Team can deliver unprecedented access to key Times Square locations!

1. Military Island
 2. Fr. Duffy Square
 3. Times Square Studios
 4. Champion's Show Biz Parking
 5. Planet Hollywood
 6. The Sky Suite @ Planet Hollywood
 7. Screening Room @ Planet Hollywood
 8. ESPN Zone
 9. Shubert Alley
 10. Broadway Boulevard areas
- ... and more!



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NYE Key Locations

NYE Map Key

- 1. Reuters
- 2. News Corporation
- 3. NASDAQ
- 4. abc SuperSign
- 5. SpectacolorHD
- 6. Times Square Studios
- 7. Champion Parking
- 8. Planet Hollywood
- 9. ESPN Zone
- M Military Island
- D Duffy Square

 **Countdown Clocks**

 **Kiss Cam Locations (3)**

 **Ball Drop area**

Times Square



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NYE Sampling Locations

Key entry points into Times Square including:

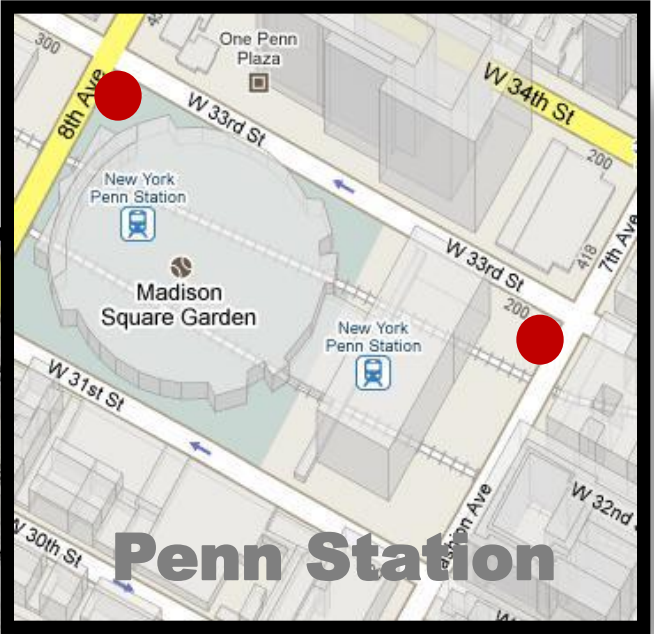
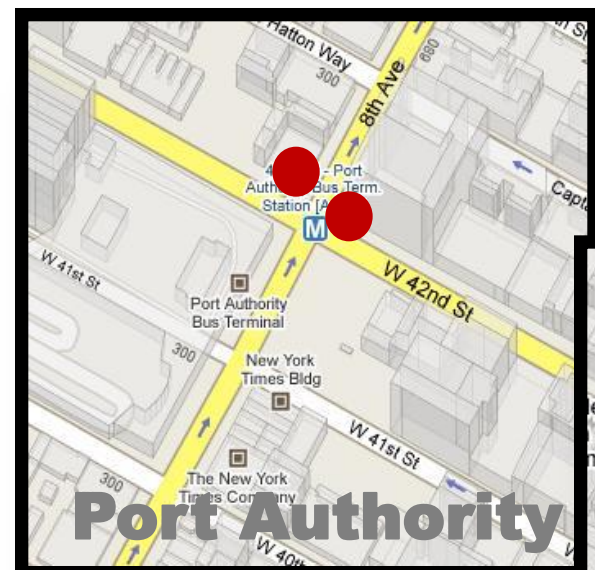
1. Grand Central Terminal
2. Penn Station / MSG
3. Port Authority
4. Key 6th Ave. locations
5. Key 8th Ave. locations

Client to supply samples and branded winter wearables for 50 staffers



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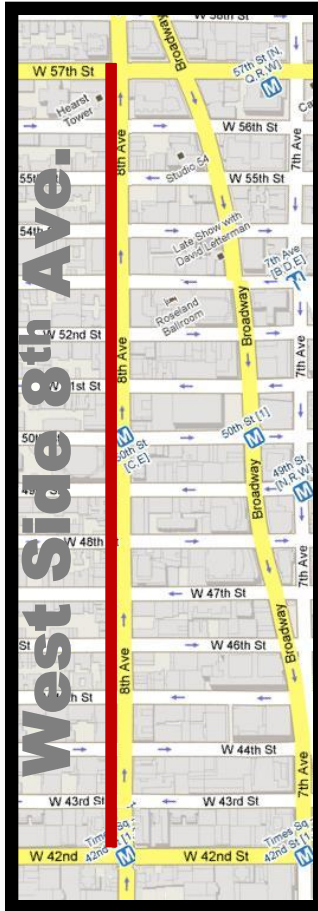


**NYE
Commuter
Hub Sampling
Locations**



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**NYE 8th Ave. (W/S)
& 6th Ave. (E/S)
sampling areas**

