

NYC

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THE REAL
DEAL**

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**JANUARY 4-
FEBRUARY 28
2010**

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Save More in NYC

Get up to 50% off on dining, shopping, entertainment and more. Only at nycgo.com

This winter, enjoy exclusive NYC: The Real Deal offers throughout the five boroughs on arts, entertainment, dining, shopping and more, including many fun things to do for families. So go ahead, take advantage of everything that makes NYC so great, at exceptional savings, simply by presenting your NYC: The Real Deal Pass at participating merchants. For more info, visit nycgo.com/realdeal

Arts & Entertainment

All Stars Project

allstars.org
543 W. 42nd St.
212-941-9400
20% off ticket price
PROMO CODE: REALDEAL

Altar Boyz

altarboyz.com
New World Stages, 340 W. 50th St.
1-800-ABOYZ-411
50% off \$39.99 tickets
PROMO CODE: ABNYC1109

Big Apple Circus

bigapplecircus.org
Lincoln Center, 62nd St. bet. Columbus and Amsterdam Aves.
212-268-2500
50% off ticket price for ringside seats at select performances
PROMO CODE: REALDEAL

Bye Bye Birdie

byebyebirdieonbroadway.com
Henry Miller's Theatre, 124 W. 43rd St.
212-947-8844
\$50 off select orchestra and mezzanine seats
PROMO CODE: REALDEAL

Da Vinci's Workshop: Inventor, Artist, Dreamer

discoverytsx.com
226 W. 44th St.
866-987-9692
Buy one ticket after 5pm, get one free
PROMO CODE: REALDEAL50

Dance Theater Workshop

dancetheaterworkshop.org
219 W. 19th St.
212-691-6500
Buy one ticket, get one 50% off
PROMO CODE: 201025

Lower East Side Jewish Conservancy

nycjewishtours.org
235 E. Broadway
212-374-4100
50% off tickets for Jan. 31 Yiddish Theater brunch and performance of *The Essence*
PROMO CODE: YIDDISH BRUNCH

Manhattan Theatre Club

broadwayoffers.com
Samuel J. Friedman Theatre, 261 W. 47th St.
212-947-8844
\$50 off orchestra, premier circle and front mezzanine seats for *Time Stands Still*
PROMO CODE: REALDEAL

Manhattan Theatre Club

nycitycenter.org
City Center Stage I, 131 W. 55th St.
212-581-1212
\$50 tickets to *Equivocation*
PROMO CODE: 5602

Mary Poppins

disneyonbroadway.com
New Amsterdam Theatre, 214 W. 42nd St.
866-870-2717
\$50 off orchestra and front mezzanine tickets
PROMO CODE: REALDEAL

MCC Theater at the Lucille Lortel Theatre

mcctheater.org
121 Christopher St.
212-727-7722
Buy one adult ticket to *The Pride*, get one 50% off
PROMO CODE: REALDEAL

Mr. & Mrs. Fitch at Second Stage Theatre

2st.com
305 W. 43rd St.
212-246-4422
\$50 tickets to *Mr. & Mrs. Fitch*
PROMO CODE: REALDEAL

New York City Ballet

nycballet.com
20 Lincoln Center Plaza
212-721-6500
Buy one ticket, get one 50% off on Fri. and Sat. nights
PROMO CODE: NYW10

Noche Flamenca

ticketcentral.com
168 W. 86th St.
\$50 tickets to *Noche Flamenca*
PROMO CODE: REALDEAL

Present Laughter at American Airlines Theatre

roundabouttheatre.org
American Airlines Theatre, 227 W. 42nd St.
212-719-1300
\$50 off select orchestra and mezzanine seats
PROMO CODE: REALDEAL

Repertorio Español

repertorio.org
138 E. 27th St.
212-225-9920
Buy one regular-price ticket, get one 50% off
PROMO CODE: REALDEAL

STOMP

stomponline.com
126 Second Ave.
800-982-2787
50% off ticket price
PROMO CODE: DEAL

Symphony Space

symphonyspace.org
2537 Broadway
50% off tickets to *Celebrating Chick Corea*, Jan. 16 at 8pm
PROMO CODE: REALDEAL

TADA! Youth Theater

tadatheater.com
15 W. 28th St.
212-252-1619
Buy one regular adult show ticket, get one 50% off
PROMO CODE: REALDEAL

Thalia Spanish Theatre

thaliatheatre.org
41-17 Greenpoint Ave., Queens
718-729-3880
Buy one \$30 ticket, get one 50% off on select dates
PROMO CODE: REALDEAL

Titanic: The Artifact Exhibition

discoverytsx.com
226 W. 44th St.
866-987-9692
Buy one ticket after 5pm, get one free
PROMO CODE: REALDEAL50

Webster Hall

websterhall.com
125 E. 11th St.
212-353-1600
50% off regular admission; buy one bottle of alcohol, get one 50% off
PROMO CODE: REALDEAL

Wishful Drinking

roundabouttheatre.org
Studio 54, 254 W. 54th St.
212-719-1300
\$50 off select orchestra and mezzanine seats
PROMO CODE: REALDEAL

Attractions

Apollo Theater

apollotheater.org
253 W. 125th St.
212-531-5300
50% off Amateur Night and tours
PROMO CODE: REALDEAL

Bronx Zoo

bronxzoo.com
2300 Southern Blvd.
718-220-5100

Buy one full-price adult admission, get 50% off one child admission

PROMO CODE: REALDEAL

CityPass New York

citypass.com
888-330-5008

Get \$140 in tickets for \$79; extension of nine-day booklet validity period to 76 days

PROMO CODE: REALDEAL

Empire State Building Observatory

esbnyc.com
350 Fifth Ave.
212-736-3100

50% off souvenir map with purchase of observatory admission

PROMO CODE: REALDEAL

Explorer Pass

smartdestinations.com/newyorkcity
50% off shipping

PROMO CODE: REALDEAL

FDNY Fire Zone

fdnyfirezone.com
34 W. 51st St.

212-698-4520
Buy one fire safety presentation ticket, get one 50% off

PROMO CODE: REALDEAL

Flushing Town Hall

flushingtownhall.org
137-35 Northern Blvd., Queens
718-463-7700

Buy one ticket, get one 50% off

PROMO CODE: REALDEAL

Fourth Arts Block

61 E. 4th St.
212-228-4670

50% off tickets when purchased via FAB Tix every Thursday and Friday

PROMO CODE: REALDEAL

The Green-Wood Cemetery

green-wood.com
500 25th St., Brooklyn
718-768-7300

Buy one Wednesday trolley tour ticket, get one 50% off

PROMO CODE: REALDEAL

Madame Tussauds New York

nycwax.com
234 W. 42nd St.
800-246-8872

Two-for-one admission

PROMO CODE: 131

South Street Seaport

southstreetseaport.com
12 Fulton St.
212-732-7678

VIP Welcome Packet available at front desk

PROMO CODE: REALDEAL

Staten Island Zoo

statenislandzoo.org
614 Broadway
718-442-3101

Buy one adult ticket, get one child ticket free

PROMO CODE: REALDEAL

Dining

a casa fox

acasafx.com
173 Orchard St.
212-253-1900

Buy one lunch or dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Allegretti

allegrettinyc.com
46 W. 22 St.
212-206-0555

Buy one lunch or dinner dessert, get one 50% off

PROMO CODE: REALDEAL

Amma Restaurant

ammanyc.com
246 E. 51st St.
212-644-8330

Buy one lunch or dinner dessert, get one 50% off

PROMO CODE: REALDEAL

Angus McIndoe Restaurant

angusmcindoe.com
258 W. 44th St.
212-221-9222

Buy one lunch or dinner entrée, get one 50% off

PROMO CODE: REALDEAL

B. Smith's Restaurant

bsmith.com
320 W. 46th St.
212-315-1100

Buy one entrée, get one 50% off

PROMO CODE: REALDEAL

Cafe Español

cafeespanol.com
172 Bleecker St.
212-505-0657

Buy one dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Caffe Grazie

caffegrazie.com
26 E. 84th St.
212-717-4407

Buy one glass of wine during lunch or dinner, get one 50% off

PROMO CODE: REALDEAL

Caffe Palermo

caffepalermo.com
148 Mulberry St.
212-431-4205

Buy one lunch or dinner dessert, get one 50% off

PROMO CODE: CANNOLI RING

Chez Lucienne

chezlucienne.com
308 Lenox Ave.
212-289-5555

Buy one drink, get one 50% off

PROMO CODE: REALDEAL

Cleopatra's Needle

cleopatrasneedleny.com
2485 Broadway
212-769-6969

Buy one dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Fulton Market

fultonnyc.com
205 E. 75th St.
212-288-6600

50% off signature cocktails

PROMO CODE: REALDEAL

Fusia Asian Cuisine

fusia56.com
677C Lexington Ave.
212-308-2111

50% off beer and wine during dinner with purchase of entrée

PROMO CODE: REALDEAL

The Greenhouse Cafe

greenhousecafe.com
7717 Third Ave., Brooklyn
718-833-8200

Buy one lunch or dinner dessert, get one 50% off

PROMO CODE: REALDEAL

Grotta Azzurra

bluegrotta.com
177 Mulberry St.
212-925-8775

Buy one lunch or dinner entrée, get one 50% off

PROMO CODE: REALDEAL

GustOrganics

gustorganics.com
519 Sixth Ave.
212-242-5800

Buy one dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Hard Rock Cafe

hardrock.com
1501 Broadway
212-343-3355

50% off dessert during lunch or dinner

PROMO CODE: REALDEAL

La Piazzetta

lapiazzettany.com
442 Graham Ave., Brooklyn
718-349-1627

Buy one lunch or dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Lucille's Grill at B.B. King Blues Club

bbkingblues.com
237 W. 42nd St.
212-997-4144

Buy one lunch or dinner entrée, get one 50% off at Lucille's Grill

PROMO CODE: REALDEAL

Mad Dog & Beans Mexican Cantina

maddogandbeans.com
83 Pearl St.
212-269-1177

Buy one lunch or dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Mama Mexico

mamamexico.com
214 E. 49th St.
212-935-1316

Buy one lunch or dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Mama Mexico

mamamexico.com
2672 Broadway
212-864-2323

Buy one lunch or dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Maya Restaurant

richardsandoval.com
1191 First Ave.
212-585-1818

Buy one dinner entrée, get one 50% off

PROMO CODE: REALDEAL

Mezzo Mezzo Restaurant

mezzomezzony.com
31-29 Ditmars Blvd., Queens
718-278-0444

Buy one lunch or dinner entrée, get one 50% off

PROMO CODE: REALDEAL

MoBay Uptown Restaurant

mobayrestaurant.com
17 W. 125th St.
212-876-9300
50% off appetizer during lunch or dinner
PROMO CODE: REALDEAL

Nocello

nocello.net
257 W. 55th St.
212-713-0224
Buy one lunch or dinner appetizer,
get one 50% off
PROMO CODE: REALDEAL

Ovelia Restaurant Bar

ovelia-ny.com
34-01 30th Ave., Queens
718-721-7217
Buy one dinner entrée, get one 50% off
PROMO CODE: REALDEAL

Pampano

richardsandoval.com
209 E. 49th St.
212-751-4545
Buy one entrée, get one 50% off
PROMO CODE: REALDEAL

Papoo's Italian Cuisine & Bar

papoos.net
55 Broadway
212-809-3150
Buy one lunch or dinner entrée, get one 50% off
PROMO CODE: REALDEAL

Pasta Lovers Trattoria

142 W. 49th St.
212-819-1155
50% off dessert
PROMO CODE: REALDEAL

Patroon

patroonrestaurant.com
160 E. 46th St.
212-883-7373
Buy one bar menu item during dinner,
get one 50% off
PROMO CODE: REALDEAL

Pete's Downtown Restaurant

petesdowntown.com
2 Water St., Brooklyn
718-858-3510
Buy one entrée, get one 50% off
PROMO CODE: REALDEAL

Planet Hollywood

planethollywood.com
1540 Broadway
212-333-7827
Buy one lunch or dinner dessert,
get one 50% off
PROMO CODE: REALDEAL

The Russian Tea Room

russiantearoomnyc.com
150 W. 57th St.
212-581-7100
Buy one caviar service during lunch or dinner,
get one 50% off
PROMO CODE: REALDEAL

Sazon

sazonnyc.com
105 Reade St.
212-406-1900
Buy one lunch or dinner entrée, get one 50% off
PROMO CODE: REALDEAL

Sofrito

sofritony.com
400 E. 57th St.
212-754-5999
Buy one dinner entrée, get one 50% off
PROMO CODE: REALDEAL

Terrace in the Sky

terraceinthesky.com
400 W. 119th St.
212-666-9490
Buy one dinner entrée, get one 50% off
PROMO CODE: REALDEAL

Tonic Times Square

tonicbarnyc.com
727 Seventh Ave.
212-382-1059
Special \$9.50 lunch menu Mon.–Fri.
PROMO CODE: CHEF SPECIAL

World Yacht Dining Cruises

worldyacht.com
Pier 81 (41st St. and the Hudson River)
212-630-8100
Free bottle of wine and guaranteed window
seating for parties of 5 or more at dinner
PROMO CODE: REALDEAL

Museum & Galleries

American Folk Art Museum

folkartmuseum.org
45 W. 53rd St.
212-265-1040
Buy one ticket, get one 50% off
PROMO CODE: REALDEAL

Asia Society and Museum

asiasociety.org
725 Park Ave.
212-288-6400
Two-for-one admission
PROMO CODE: REALDEAL

Chelsea Art Museum

chelseaartmuseum.org
556 W. 22nd St.
212-255-0719
50% off admission
PROMO CODE: REALDEAL

Intrepid Sea, Air & Space Museum

intrepidmuseum.org
Pier 86 (Twelfth Ave. and 46th St.)
212-245-0072
Buy one general admission ticket,
get one 50% off
PROMO CODE: REALDEAL

The Jewish Museum

thejewishmuseum.org
1109 Fifth Ave.
212-423-3200
50% off single admission ticket
PROMO CODE: REALDEAL

Louis Armstrong House Museum

louisarmstronghouse.org
34-56 107th St., Queens
718-478-8274
Buy one admission ticket, get one 50% off
PROMO CODE: REALDEAL

Mount Vernon Hotel Museum & Garden

mvhm.org
421 E. 61st St.
212-838-6878
Buy one general admission ticket,
get one 50% off
PROMO CODE: REALDEAL

The Museum at FIT

fitnyc.edu/museum
Seventh Ave. at 27th St.
212-217-4558
Free admission
PROMO CODE: REALDEAL

Museum of American Finance

moaf.org
48 Wall St.
212-908-4110
Buy one ticket, get one 50% off
PROMO CODE: REALDEAL

Museum of Jewish Heritage—A Living Memorial to the Holocaust

mjhny.org
36 Battery Place
646-437-4202
Two-for-one admission
PROMO CODE: REALDEAL

Museum of the City of New York

mcny.org
1220 Fifth Ave.
212-534-1672
Two-for-one general admission
PROMO CODE: REALDEAL

New York City Fire Museum

nycfiremuseum.org
278 Spring St.
212-691-1303
Buy one adult ticket, get one 50% off
PROMO CODE: REALDEAL

New York City Police Museum

nycpolicemuseum.org
100 Old Slip
212-480-3100
50% off admission
PROMO CODE: REALDEAL

The Noguchi Museum

noguchi.org
9-01 33rd Rd., Queens
718-204-7088
Buy one adult admission ticket, get one 50% off
PROMO CODE: REALDEAL

Smithsonian Institution National Museum of the American Indian

americanindian.si.edu
1 Bowling Green
212-514-3700
50% off Riverbed, Everglades and Sky
Meadows memberships
PROMO CODE: A10WINTERNYC

Staten Island Children's Museum

statenlandkids.org
1000 Richmond Terrace
718-273-2060
Buy one admission ticket, get one 50% off
PROMO CODE: REALDEAL

Staten Island Museum

statenlandmuseum.org
75 Stuyvesant Place
718-727-1135
Buy one adult admission, get one free
PROMO CODE: REALDEAL

Nightlife

The Bubble Lounge

bubblelounge.com
228 W. Broadway
212-431-3433
Buy one glass of champagne, get one 50% off
PROMO CODE: REALDEAL

Cleopatra's Needle

cleopatrasneedleny.com
2485 Broadway
212-769-6969
Buy one drink, get one 50% off
PROMO CODE: REALDEAL

Comix

comixny.com
353 W. 14th St.
212-524-2500
50% off ticket price
PROMO CODE: REALDEAL

Services

The Change Group New York Inc.

changegroup.com
234 W. 42nd St.
212-391-7258
50% off standard fees
PROMO CODE: REALDEAL

Conciergerie deLuxe

luxuryshoppingdeluxecard.com
445 Park Ave., 9th fl.
866-718-4818
50% off shopping card purchase
PROMO CODE: REALDEAL

Doctors House Call Service

travelmd.com
952 Fifth Ave., ste. 1D
212-737-1212
\$50 off office visit
PROMO CODE: REALDEAL

Limores.net

10% off any purchase of \$50 or more
PROMO CODE: REALDEAL

SuperShuttle

supershuttle.com
\$2.50 off per ride
PROMO CODE: NYCPRD

Shopping

Amy Cohen Banker Fine Art & Design

amycohenbanker.com
212-722-4933
Buy one digital photograph or print,
get one 50% off
PROMO CODE: REALDEAL

J&R Music and Computer World

jr.com
23 Park Row
212-238-9000
Free gift with purchase of \$25 or more
PROMO CODE: REALDEAL

Jack of Diamonds Jewelers International

jackofdiamondsintl.com
1196 Sixth Ave.
888-522-5225
50% off ticketed price
PROMO CODE: JDINYC

Kiteya

kiteya.com
464 Broome St.
212-219-7505
Buy one Chirimen Decorative Dog,
get one 50% off
PROMO CODE: YUMEMIYA

New York Golf Center

nygolfcenter.com
131 W. 35th St.
212-564-2255
Buy one regular-price apparel item,
get one 50% off
PROMO CODE: 18335

Solomon R. Guggenheim Museum

guggenheim.org
1071 Fifth Ave.
212-423-3500
50% off select Guggenheim Store items
PROMO CODE: REALDEAL

Starbright Floral Design

starflor.com
150 W. 28th St.
800-520-8999
50% off all flower deliveries in Manhattan
PROMO CODE: REALDEAL

Tonnie's Minis

tonniesminis.com
264 Lenox Ave.
212-831-5292
Buy one dozen California or shot-size cupcakes,
get one dozen 50% off
PROMO CODE: REALDEAL

Spas

Metamorphosis Day Spa

metspa.com
127 E. 56th St.
212-751-6051
50% off facials; buy one skin care product,
get one 50% off
PROMO CODE: REALDEAL

Oasis Day Spa

oasisdayspany.com
1 Park Ave.
212-254-7722
Buy one 60- or 90-minute spa service,
get one 50% off
PROMO CODE: REALDEAL

Salon Ziba

salonziba.com
200 W. 57th St.
212-767-0577
\$50 single process color
PROMO CODE: REALDEAL

Senses New York Salon & Spa

sensesny.com
138 Fifth Ave., 2nd fl.
212-242-7979
\$50 manicure, pedicure; \$50 winter
relief condition treatment and blow dry;
\$50 off haircut
PROMO CODE: REALDEAL

Smooth Synergy Cosmedical Spa

smoothsynergy.com
686 Lexington Ave., ste. 3N
212-397-0111
Buy one laser hair removal or facial treatment,
get one 50% off
PROMO CODE: REALDEAL

Tours

A Taste of Harlem Food & Cultural Tours

tasteharlem.com
212-866-7427
Buy one full-price ticket,
get 50% off the next two
PROMO CODE: REALDEAL

Carnegie Hall

carnegiehall.org
57th St. and Seventh Ave.
212-903-9765
50% off Carnegie Hall tour tickets
PROMO CODE: REALDEAL

Circle Line Sightseeing Cruises

circleline42.com
Pier 83 (W. 42nd St.)
212-563-3200
50% off two- and three-hour cruises
PROMO CODE: REALDEAL

City Food Tours

cityfoodtours.com
212-535-TOUR
Buy one ticket, get one 50% off
PROMO CODE: REALDEAL

CityListen Audio Tours

citylisten.com
Buy one tour, get one 50% off
PROMO CODE: REALDEAL

CitySightsNY

citysightsny.com
Buy one Brooklyn tour ticket, get one 50% off
PROMO CODE: REALDEAL

Entertainment Cruises

spiritcruises.com
Chelsea Piers, Pier 62
866-399-8439
Buy one ticket, get one 50% off on
Spirit of New York and Bateaux
PROMO CODE: REALDEAL

Gray Line New York Sightseeing

newyorksightseeing.com
Buy one Uptown Loop tour ticket,
get one 50% off
PROMO CODE: REALDEAL

Harlem, Your Way! Tours

harlemyourwaytours.com
212-690-1687
Buy one tour ticket, get one 50% off
PROMO CODE: REALDEAL

Liberty Helicopters

libertyhelicopters.com
Buy one Big Apple or NY NY helicopter tour,
get NY Waterway 90-minute tour free
PROMO CODE: REALDEAL

Manhattan by Sail

manhattanbysail.com
212-619-0885
Buy one gift certificate, get one 50% off
PROMO CODE: REALDEAL

Marvelous Manhattan Tours

marvelousmanhattantours.com
718-846-9308
Buy one Royal Tour ticket, get one 50% off
PROMO CODE: REALDEAL

NBC Studio Tour

nbcestudiotor.com
30 Rockefeller Plaza
212-664-3700
Buy one regular admission ticket,
get one 50% off
PROMO CODE: REALDEAL

New York Water Taxi

nywatertaxi.com
Pier 17, South Street Seaport
212-742-1969
50% off ticket price
PROMO CODE: REALDEAL

NY Waterway Tours

nywaterway.com
201-902-8700
Buy one tour ticket, get one free
PROMO CODE: REALDEAL

On Location Tours

screenontours.com
212-683-2027
Buy one ticket, get one 50% off
PROMO CODE: REALDEAL

OnBoard Tours

onboardnewyorktours.com
212-852-4821
Buy two NY See It All! tour tickets, get \$50 off
PROMO CODE: REALDEAL

Signature Tours

signaturetoursnyc.com
800-571-0907
\$50 off any tour
PROMO CODE: REALDEAL

Stray Boots

strayboots.com
877-787-2929
50% off half-day tickets to New York: The Game
PROMO CODE: REALDEAL

Wall Street Walks

wallstreetwalks.com
212-209-3370
50% off tour tickets
PROMO CODE: REALDEAL

Zip Aviation

zipover.com
866-947-6837
25% off purchase
PROMO CODE: REALDEAL

nycgo special offers/

nyc: the real deal savings pass

This savings pass can be
used through February 28, 2010
for all nyc: the real deal offers.

promo code: _____
(Fill in merchant promo code here.)

Mention the promotional code specified when
redeeming these offers; NYC & Company makes no
representations or warranties about the information
provided herein or other related collateral; NYC &
Company hereby disclaims any responsibility and/or
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or for any errors, omissions, incorrect information or
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to availability and blackout dates may apply; offers
cannot be combined with other promotions, savings
or offers and do not include tax, gratuities or service
charges; additional restrictions may apply.



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nyc: the real deal savings pass

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promo code: _____
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nycgo special offers/

nyc: the real deal savings pass

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nycgo special offers/

nyc: the real deal savings pass

This savings pass can be
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for all nyc: the real deal offers.

promo code: _____
(Fill in merchant promo code here.)

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nycgo special offers/

nyc: the real deal savings pass

This savings pass can be
used through February 28, 2010
for all nyc: the real deal offers.

promo code: _____
(Fill in merchant promo code here.)

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Company hereby disclaims any responsibility and/or
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or offers and do not include tax, gratuities or service
charges; additional restrictions may apply.



nycgo special offers/

nyc: the real deal savings pass

This savings pass can be
used through February 28, 2010
for all nyc: the real deal offers.

promo code: _____
(Fill in merchant promo code here.)

Mention the promotional code specified when
redeeming these offers; NYC & Company makes no
representations or warranties about the information
provided herein or other related collateral; NYC &
Company hereby disclaims any responsibility and/or
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