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**CITY OF NEWARK AND BRICK CITY DEVELOPMENT CORPORATION LAUNCH
4TH ANNUAL GONEWARK RESTAURANT WEEK**

*“Sip. Taste. Discover” is theme of annual celebration of Newark eateries;
Event being held April 7-17, 2011 in conjunction with the 35th Annual Essex County
Cherry Blossom Festival*

Newark, NJ – April 7, 2011 – Deputy Mayor for Economic and Housing Development & Brick City Development Corporation Chairman Stefan Pryor, Essex County Executive Joseph N. DiVincenzo, New Jersey Division of Travel And Tourism Executive Director Grace Hanlon, Brick City Development Corporation CEO Lyneir Richardson, TD Bank Market President Nick Miceli and other dignitaries launched GoNewark Restaurant Week 2011 today, in The Mezzanine at 744 Broad Street, in Downtown Newark. Municipal Council President Donald M. Payne, Jr., and Council Member-at-Large Carlos M. Gonzalez were also in attendance.

GoNewark Restaurant Week, now in its fourth year, is being held in conjunction with the 35th annual Essex County Cherry Blossom Festival. The theme of this year's GoNewark Restaurant Week is “Sip. Taste. Discover,” which entices the public to not only go to dinner but explore all that Newark has to offer. Some 30 establishments offering prix fix menus and/or discounts will be welcoming patrons from April 7-17, 2011. TD Bank, the Greater Newark Convention and Visitors' Bureau, the Newark Urban Enterprise Zone, and the New Jersey Department of State's Division of Travel and Tourism are major sponsors of this year's GoNewark Restaurant Week.

“Our residents and visitors have enjoyed GoNewark Restaurant Week during the past three years. This year, as we emerge from our successful hosting of March Madness and the GoNewark Hoopfest, we are poised again to showcase our city and its authentic, diverse dining establishments. Thank you to all our restaurants and community partners for their support,” said Mayor Booker.

“The NCAA men's basketball tournament highlighted the diverse neighborhoods and attractions in Newark and Essex County to the rest of the country. Restaurant Week is another opportunity for the city to showcase the cultural variety of its world-class restaurants. We encourage you to spend the day and combine your culinary experience with a concert, art gallery or a visit to our

world-famous Cherry Blossoms in Essex County Branch Brook Park, which has the largest and most diverse collection of cherry trees in the country,” said County Executive DiVincenzo.

“GoNewark Restaurant Week is a celebration of the outstanding restaurateurs that make Newark the best city in New Jersey for dining. This year, with eight more restaurants participating and with our event timed to coincide with the 35th Annual Essex County Cherry Blossom Festival, we anticipate our most successful Restaurant Week to date.” said Deputy Mayor Pryor.

Council President Payne said, “Restaurant Week is a great way to get the exposure out about how the nightlife in Newark is vibrant and alive and moving forward in the future. With a great NCAA Sweet 16 weekend and the other events we are hosting in Newark, we are becoming a mecca for sports and nightlife and being the Newark we always thought it could be. We want our residents to benefit from what’s happening downtown, so jobs are important.”

“The dual aim of Restaurant Week is to attract visitors into Newark and to promote our City’s many excellent restaurants. Every day we work to bring vibrancy to City and help our businesses become more profitable. I am pleased that we have gotten more than 30 restaurants to participate,” said Mr. Richardson.

“I am proud and honored to be here,” said Ms. Hanlon. “Newark is not becoming a destination City, it is a destination City, and we will make sure the whole world knows about it. I have just so enjoyed working with Newark. My enthusiasm from Newark comes from my heart. I’m here to support Newark however I can do so. Restaurants and small businesses are the backbone of Newark as a destination.

“We’re the lead sponsor for the event and we’re very excited to be part of it,” said Mr. Miceli. “What’s important to me is people exploring Newark. I can’t tell you how much it means to me to bring people to Newark who haven’t been here before, and they go to New Jersey Performing Arts Center, or The Newark Museum, or the Prudential Center, and every time they come, we start or finish at a restaurant in the City. And they love the fact that they can get the food and entertainment 20 minutes from home. I love converting people to becoming Newark fans. If you have good food, it creates good memories and great events. It’s also the foundation to bring in jobs, tax dollars, and prosperity.”

The kick-off event itself offered a selection of Newark restaurants, who provided a variety of cuisine, along with a jazz ensemble from New Jersey Performing Arts Center’s Jazz for Teens.

“We thought it would be a fantastic opportunity to participate in an event that showcases some of Newark’s finest bars and restaurant,” said Rasul Sharif, who owns “The Spot” in Downtown Newark.

“We have participated since the beginning and every time we participated it has increased our customer base. It is extremely important in attracting new customers in the Ironbound and to the City over all. This has been another tool that has been helpful in attracting and driving additional new customers into an already thriving restaurant corridor,” said Steve Yglesias who is the owner of “Mompou,” on Ferry Street.

For more information about GoNewark Restaurant Week go to www.gonewark.com/restaurantweek/ throughout the program's time period. For more information on all City of Newark programs, contact the Non-Emergency Call Center at (973) 733-4311.

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About Brick City Development Corporation

Brick City Development Corporation (BCDC) is the primary economic development catalyst for Newark, New Jersey, organized to retain, attract and grow businesses, enhance small and minority business capacity, and spur real estate development within the city.

BCDC initiates and executes economic development activities to produce and sustain economic growth, generate jobs and create wealth for the citizens of Newark. Our team serves as advocates within the City's municipal structure and provides a hands-on client management approach.

About the City of Newark, New Jersey

Newark, commonly referred to as Brick City, is the third oldest city in the United States and the largest in New Jersey, with a population of more than 280,000 people. Newark sits on one of the nation's largest transportation super-structures including an international airport, major rail connections, major highway intersections and the busiest seaport on the east coast.

With a new Administration as of July 2006, Newark continues to see signs of a strong revival. In population, it is one of the fastest growing cities in the northeast. Its six major colleges and universities are further expanding their presence. The production of affordable housing has doubled, businesses are returning and crime is going down. There is still much work to be done but Newark is on its way to achieving its mission: to set a national standard for urban transformation.

For more information on the City of Newark, please visit our website at www.ci.newark.nj.us

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LIST OF PARTICIPATING RESTAURANTS

Adega Grill

Andros Diner

Assagini di Roma

Blue Mirror Restaurant & Lounge

Catas

Chateau of Spain Restaurant

Don Manuel

Hell's Kitchen Lounge

Hobby's Delicatessen and Restaurant

Hot Spot Diner

King's Family Restaurant

Luigi's Italian Restaurant

Maize

Martini 494

Mi Pequeno Mexico

MMM Bellos Pub & Grill

Mompou Tapas Wine Bar & Lounge

Port 44 Brew Pub

Rio Lounge

Rio Rodizio Brazilian Steakhouse & Sushi

Skipper's Plane Street Pub

Spanish Sangria

Spanish Tavern

Taste of Portugal

The Spot Bar & Restaurant

Theater Square Bistro

Titanic Bar Restaurant

Tony Da Caneca

Vila Nova do Sol Mar

Vivo Lounge