

**NY WATERWAY NAMES NEW VICE PRESIDENT OF SALES,
SIGNALING A MOVE TOWARDS
INNOVATION, COMMUNITY OUTREACH**

Weehawken, NJ: July 28, 2010 – Catherine Baffoni was named Vice President of Sales for NY Waterway, Founder & CEO Arthur E. Imperatore announced recently.

Ms. Baffoni joins NY Waterway with over 25 years of management experience in the transportation, finance, and hospitality sectors. Ms. Baffoni has ridden NY Waterway ferries for many years during various phases of her career, and always loved the experience. Ms. Baffoni's career has, in addition, required her to travel extensively throughout the country during which she has been able to garner a wholehearted understanding and appreciation for transit and the commuter experience. "My commuting mission was to find the most desirable method of transit that would offer the least amount of stress." For that reason, Ms. Baffoni states that while traveling into the NYC area, the NY Waterway for several years was her first choice."

In her new position, Ms. Baffoni will seek to increase commuter ferry ridership and community awareness by sharing her passion for quality travel by reaching out to North Jersey residents and employers, seeking input on ways to enhance the commuting experience. In the early days after inception of ferry service, riders almost always felt a very personal appreciation and loyalty as part of the ferry community. She hopes her work will reinvigorate that old spirit.

"I want to emphasize to existing and potential customers the improved quality of life offered by NY Waterway commuter ferries," Ms. Baffoni said. "For more than 23 years, Arthur Imperatore has emphasized that NY Waterway offers the 'civilized commute,' and that is more than just a slogan. Through my extensive travels, I have seen it all and have developed a passion for quality of life travel. Customers save time and come to see their ferry ride as one of the best parts of their day."

With a keen focus on building partnerships and synergies, Ms. Baffoni has served as an ambassador to the Gateway Regional Chamber of Commerce in Union County, where she has been active for the last seven years. From that experience, she brings a vast network of corporate partners to the latest endeavor at NY Waterway.

Ms. Baffoni also is involved in various community outreach projects. This year she devoted time to New Jersey 4 Haiti organization for Earthquake relief coordinating close to 2 million dollars' worth of desperately needed medical supplies within her network in a short amount of time. She currently serves on the advisory board of the Elizabeth Salvation Army, where she first learned to give back as a teen and has since been affiliated.

“We are excited to bring Catherine on board in this new position to help grow our business in a new direction and to improve the ferry experience for our customers,” Mr. Imperatore said. “Since 1986, NY Waterway has been on a mission to better the commute to, from, and in New York City and to improve the lives of our passengers. Our goal is for Catherine to help us in that ongoing endeavor. I am confident that with her help, ferry riders and riding the ferry will be more enriched than ever!

Ms. Baffoni lives in Union County, N.J.