

FOR IMMEDIATE RELEASE
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Old Pasadena Businesses Offer Special Discounts and Hospitality to Apple iPhone 4 Customers

PASADENA, CA— (June 22, 2010) - On Thursday, June 24 at 7:00am the much anticipated Apple iPhone 4 arrives in Old Pasadena. With its arrival, thousands of Apple iPhone customers will stand in line awaiting their chance to purchase the new phone, and Old Pasadena will welcome these visitors with our special brand of hospitality. More than 25 Old Pasadena businesses, including shops, restaurants, hair salons, and even the Pasadena Symphony & Pops, will treat Apple customers to special offers and free handouts. While standing in line, people will receive free samples including Pinkberry yogurt, Dots mini red velvet cupcakes, canine treats from Three Dog Bakery, and Iced Green Tea courtesy of Vertical Wine Bistro.

Tiffany & Co. will be promoting the launch of their free new iPhone App “Tiffany & Co. Engagement Ring Finder.” This application, which can be downloaded from iTunes, allows you to design your own engagement ring.

In addition to all the special treatment while they wait in line, under umbrellas and free water provided by Apple, with their Apple iPhone 4 receipts, people will receive a wide range of discounts and special offers when shopping at one of the participating businesses. From a 20% discount on “I Love NY” concert tickets to savings on delicious Mignon Chocolates and free dance classes offered by the new Lineage Performing Arts Center, Old Pasadena is rolling out the welcome mat.

Old Pasadena wants to remind people what customer service and community are all about. Come shop the Apple Store Old Pasadena for your new iPhone 4 and as Apple put it “This changes everything. Again.”

ABOUT OLD PASADENA MANAGEMENT

The Old Pasadena Management District (OPMD) is a non-profit business organization that creatively plans, manages and develops Old Pasadena as a unique, authentic and vibrant downtown experience. The OPMD currently contracts with the City of Pasadena to manage the Old Pasadena Business Improvement District (BID). The BID enhances the basic City services by funding district-wide security, marketing, and maintenance programs to provide a clean, safe vibrant downtown experience.

General Public: For more information including a download of the special offers, visit www.oldpasadena.org.

Media: Please contact Kershona Mayo at 626.356.9725 or Kershona@oldpasadena.org for further information.

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