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Gray Line New York Honors Multi Grammy Award Winning Legend, Dionne Warwick

*Leading New York City - Based Entertainment Company Continues Its
Worldwide Honor, 'Ili'*

New York, NY – November 7, 2012: Gray Line New York, New York City's premier double-decker bus, motorcoach and entertainment company, has announced today that five-time GRAMMY Award winning recording artist, Dionne Warwick, will be the next honoree in its prestigious, Ride of Fame Ili™ campaign. With this initiative, Gray Line New York recognizes and honors commendable celebrities from around the world who have influenced New York City, with its "Immortal", "IT" and "imminent" time capsule by bestowing a bus in its fleet to each dedicatee.

Ms. Warwick will be on-hand for a ribbon-cutting ceremony, where a custom decal displaying her likeness on the front of the vehicle will be unveiled. In addition to a signature, open-top red double-decker bus featuring a custom decal on the front, inductees of the new 'Immortal, It, Imminent' chapter of the Ride of Fame,™ like Ms. Warwick, will also be honored with a "permanent seat" on their bus, outfitted with their signature decal. Her induction ceremony will take place on Monday, November 12 at Pier 78 (455 12th Avenue at 38th Street) at 12 PM EST.

"This is an incredibly exciting time in my life, with the release of a new album with my musical partners called "Dionne Now," in celebration of my 50 year career in entertainment. What better way to celebrate than to participate in an iconic ceremony by Gray Line New York; I couldn't be more honored," says Ms. Warwick.

"The unforgettable voice of Ms. Warwick and her legion of fans around the world have propelled us to invite her to be our next dedicatee," says David W. Chien, Director of Marketing for Gray Line New York, "The Ride of Fame™ campaign couldn't be more honored to have her legendary presence permanently capsuled on our bus and to remind the over 50 million visitors to New York City each year of her 'immortal' status."

Since 1926, Gray Line New York has been a proud staple of the New York City tourism

industry, bringing visitors to all the must-see stops in New York City on its signature red double-decker tour buses. Now with this Ride of Fame Ili™ campaign, New York City now has its own mobile monument to immortalize celebrities from around the world for their appearances in making the Big Apple such a great city.

Past honorees include: Liza Minnelli, Whoopi Goldberg, Richard Dreyfuss, Bernadette Peters, Joe Namath, Rachael Ray, Henrik Lundqvist, Cyndi Lauper, Roger Maris, Marc Anthony, Walt "Clyde" Frazier, Kenneth Cole, Air Supply, Reggie Jackson, Vanessa Williams and Donald Trump.

For more information on Gray Line New York's Ride of Fame™ campaign, please visit, <http://www.newyorksightseeing.com/page.php?id=148>. For more information on Gray Line New York and its tours, please visit www.newyorksightseeing.com<<http://www.newyorksightseeing.com/>>.

ABOUT GRAY LINE NEW YORK

Since 1926, Gray Line New York is the source for NYC's best double-decker bus and deluxe motorcoach tours. With its conception of the Gray Line worldwide brand in 1910, the company in New York today operates the signature deluxe double-decker, hop-on, hop-off bus tours that include Uptown, Downtown, Brooklyn and Night loops, as well as fully escorted foreign language motorcoach city tours in German, French, Spanish and Italian. Gray Line New York's one-day excursions to Niagara Falls, Boston, Philadelphia, Washington D.C., and Woodbury Common premium shopping outlet mall are visitors' favorites too.

In addition, this tour company sells tickets to all major New York City attractions and has specialists trained to assist individuals, groups, and charter sales. Independently managed and operated, Gray Line New York is ENTERTAINMENT.

ABOUT DIONNE WARWICK

2012 is Dionne Warwick, Burt Bacharach, Hal David's and Phil Ramone's 50th anniversary of working together and the occasion is being celebrated with a Phil Ramone production for Dionne. The Album entitled 'DIONNE NOW' contains 12 songs which contain six classics including a duet of "Say A Little Prayer For You" with her son David Elliott, two brand new Burt/Hal songs and two taken from an album called 'Dionne' in 1972 which are particular favorites of hers. The release of 'DIONNE NOW' is slated for November 6, 2012.

Celebrating her 50th year in the business, nothing is impossible for Dionne, a woman who has inspired and empowered millions through her music, her performances, and her work as a humanitarian. This DVD gives an inside visual look at Dionne's career, the great partnership she worked in, her motivation and her contemporary self as expressed through her new recordings. It is the perfect addition to the CD release for those who love her and are yet to love her. Dionne continues to work tirelessly with various organizations dedicated to empowering and inspiring others.

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