

For Immediate Release

Release 04-012

July 15, 2004

**CITY OF NEW YORK LAUNCHES CORPORATE EMERGENCY ACCESS PROGRAM
(CEAS)**

Program will help business recover from emergencies

Thursday, July 15, 2004 — Commissioner Joseph F. Bruno of the New York City Office of Emergency Management (OEM) together with Police Commissioner Raymond Kelly, Small Business Services Commissioner Robert Walsh, New York City Economic Development Corporation President Andrew Alper, BNet President Mark Haimowitz and the Brookfield U.S. Chief Operating Officer Dennis Friedrich today announced the implementation of the Corporate Emergency Access System (CEAS). CEAS is a program designed to reduce the impact of economic injury following a large-scale emergency. Through a credentialing system for essential employees, the program rapidly facilitates business recovery activities in an impacted area by providing employees quick access to affected worksites. These activities include facility shutdown and time-sensitive recovery actions, both of which help mitigate financial loss and retain customers and employees.

"We all recognize the importance of the business sector and its impact on the nation's economy, as well as on the lives of New Yorkers," Commissioner Bruno said. "The CEAS program will make it easier for businesses to recover in the unfortunate event of an emergency or disaster. It also improves the City's ability to more quickly recognize the legitimacy of employees trying to gain access to a restricted area. It is a win-win for everyone."

When activated, CEAS allows businesses to initiate orderly shut down procedures, access damage, maintain core IT systems, meet regulatory obligations and secure critical records and data in the aftermath of an emergency. Essential employees and critical service providers selected by the employer can gain access to affected sites by presenting a CEAS standardized credential that is recognized by law enforcement. Designated employees receive the CEAS credential upon enrollment in the program, which streamlines the access process and helps to eliminate the confusion in the aftermath of a disaster. Companies are allocated credentials based on a percentage of the total number of employees, with only critical staff receiving access.

"The best response to any emergency is getting the City back on its feet as quickly as possible. It is important to get critically needed people back to work in an emergency. This makes it happen and it helps the police know who is who," said Police Commissioner Raymond W. Kelly.

"I'm proud EDC has been able to contribute to this excellent and necessary program," said EDC President Andrew M. Alper. "We learned from 9/11 that a major disaster or attack on the City affects not only New Yorkers and its businesses community, but also has ramifications for the entire economy. To maintain New York's position as the business capital of the world, we must put in place programs like CEAS to provide essential personnel and critical service providers a predetermined protocol for gaining access to affected worksites to begin recovery activities as soon as possible. This is another example of the Bloomberg administration's client-service approach by reaching out to business leaders and anticipating their needs."

"This is a great tool for businesses and a great example of how government and the private sector work together to keep our City prepared," said Robert W. Walsh, Commissioner of the Department of Small Business Services. "In collaboration with OEM and the NYPD we'll provide greater assurances to the wide array of businesses that are the foundation of the City's economy."

"This is a tremendous initiative for the people of New York City and for businesses large and small," said Mark Haimowitz, President of the Business Network of Emergency Resources (BNet). "It's vital that all businesses are able to recover following a major disaster to help get communities get back on their feet. This program will play a big part in those recovery efforts."

"The Corporate Emergency Access Program is an important initiative for the business community," said Dennis Friedrich, President & COO of Brookfield Properties U.S. Commercial Operations. "The City has created a pro-active program which will expedite the recovery process during a time of crisis such as 9/11. Having experienced the distress of recovering from a disaster first hand, we are grateful to have a new system in place."

From December 2003 to February 2004, BNet and OEM conducted a pilot of the CEAS program with approximately 20 companies in Lower Manhattan, during which more than 600 employees were issued credentials. After positive feedback, a full-scale implementation program was designed with citywide implementation scheduled to begin in phases and be complete by December 2004.

In the event of a large-scale emergency, the New York City Office of Emergency Management, in conjunction with the New York City Police Department, will activate the CEAS program. Member organizations will be notified through designated company liaisons, as well as through mass media, that the program has been activated. CEAS members will be permitted access into restricted areas subject to life safety concerns.

CEAS will be managed by Business Network of Emergency Resources (BNet), a NYS not-for-profit corporation. Member companies are responsible for identifying essential employees and managing turnover, title and responsibility changes as well as covering the program's administrative costs. There is no financial cost to the City and small, medium and large companies are all invited to enroll.

For more information about the CEAS program, visit NYC.gov/oem or www.bnetinc.org.

-30-

Press contacts:

Jarrold Bernstein (OEM) (718) 422-4888
Paul Browne (NYPD) (646) 610-6700
Michael Sherman (EDC) (212) 312-3804
Ethan Davidson (SBS) (212) 513-6318