

## **For Immediate Release**

### **Contact:**

**Michael Attardo – VP Administration and Special Project**

**888-311-6224 x 115**

### **Exciting additions to the Indulge New York Web Site!**

Indulge New York has sought out the most exclusive selection of restaurants, shops, day spas, and events in Manhattan to participate in this program. The Indulge New York membership card allows you to frequent your favorite New York City spots as a VIP. From shopping and fine dining to health & wellness and tourism we've got you covered! Check out our collection of participants...your favorite, regular, go-to spot is probably already on our list.

**Recently, and based on feedback from membership card owners, we've added new pet and bridal sections to the web site!**

See more at: <http://indulgeny.com>!

### **About Indulge New York**

Founded in 2010 in partnership with National Benefit Builders, Inc. (NBB), a world-class leader in the discount benefit market and rated A+ by the Better Business Bureau, Indulge New York has accomplished this with the service and staff that are truly world class. INY exclusive "pick-me-ups" offered by Indulge New York enable guests and customers to enjoy as never before the many finer things available in New York City – And take a truly indulgent bite out of the Big Apple, the most exciting metropolis in the world.

To learn more about Indulge New York, visit [www.indulgenewyork.com](http://www.indulgenewyork.com), or contact one of its "Decadence Specialists" at 855-692-6969.

### **About National Benefit Builders, Inc.**

Established in 1994, NBB is an industry leader in marketing and distributing discount networks throughout the United States. The major networks include International Healthcare, dental, vision and prescription drugs. Products include: Community Assistance Program, Dentachoice, GapAfford, Lifestyles, Medafford Global and many more national networks. The easy-to-use products help increase the affordability of healthcare to hundreds of thousands of people nationwide. For more information about NBB and its operations nationwide, visit [www.NBBIDirect.com](http://www.NBBIDirect.com).

For media requests, please contact Michael Attardo, VP Administration and Special Projects at 888-311-6224 x 115 or [mattardo@nbbicard.com](mailto:mattardo@nbbicard.com).

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