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**WTC MEMORIAL FOUNDATION ANNOUNCES \$10 MILLION PLEDGE
FROM AMERICAN EXPRESS**

World Trade Center Memorial Foundation Chairman Mayor Michael R. Bloomberg today announced that the Foundation received a \$10 million pledge from American Express towards building the Memorial and Memorial Museum. With the addition of this contribution, the Foundation has raised almost \$145 million to date.

“Since my earliest days as Mayor, Ken Chenault and American Express have shown enormous leadership and support towards rebuilding Lower Manhattan,” Foundation Chairman Mayor Bloomberg said. “Following the events of September 11th, American Express not only re-committed its headquarters to Lower Manhattan, but supported numerous causes to help in the revitalization of downtown. I am grateful that they have shown such tremendous commitment again, by pledging a significant contribution to help ensure a lasting Memorial and Museum at the World Trade Center site. The Foundation wholeheartedly thanks American Express for its generosity and support of building what will undoubtedly become one of our nation’s greatest landmarks.”

“We are very pleased that the Mayor has agreed to take on this leadership role at the Foundation and thank him for his commitment to the renewal and revitalization of Lower Manhattan,” said Kenneth I. Chenault, chairman and chief executive officer, American Express. “The Memorial will be a cornerstone of the rebuilding at the World Trade Center site, and we hope that our contribution will help it to become a reality.”

“We’re grateful to have American Express pledge a leadership gift,” Acting President Joseph Daniels said. “American Express is one of the largest and most prominent companies downtown and its support sets a tremendous example to others who we hope will invest in this project.”

Since the events of September 11th, American Express has shown its support for rebuilding Lower Manhattan through a series of generous grants to downtown initiatives and programs such as the Tribeca Film Festival, the River to River Festival, and the Tribute Visitor Center.

In early July, the Foundation launched a national campaign to help raise the remaining \$155 million needed for construction and planning of the Memorial and Museum. The Foundation has already raised almost \$145 million from nearly 26, 000 donors in all 50 states and 18 different countries.

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ABOUT THE WORLD TRADE CENTER MEMORIAL FOUNDATION

The World Trade Center Memorial Foundation, Inc. is the not-for-profit corporation founded in 2005 to realize the Memorial quadrant at the World Trade Center site. The Foundation will raise the funds, oversee the design, and operate the Memorial, the Memorial Museum, and a Visitor Orientation and Education Center located on 8 of the 16 acres of the site.

The Memorial will remember and honor the thousands of people who died in the horrific attacks of February 26th, 1993 and September 11th, 2001. The design, "Reflecting Absence," created by Michael Arad and Peter Walker consists of two voids that reside in the footprints of the original Twin Towers surrounded by a plaza of oak trees. The Arad/Walker design was selected from a design competition which included more than 5,000 entrants from 63 nations.

The Memorial Museum will include artifacts, interactive exhibitions, a resource center, contemplative areas, and educational programming which will convey individual and collective stories honoring the memory of the victims and recounting the experiences of survivors, responders, area residents, and witnesses. The Memorial Museum will help facilitate an encounter with both the enormity of the loss and the triumph of the human spirit that are at the heart of 9/11, as it affirms the courage, compassion, sacrifice and resilience - the best of humanity - demonstrated at a moment of cataclysmic tragedy.

Donations can be made through the Foundation's website, and more information on the Foundation can be found at www.buildthememorial.org or by calling 1-877-WTC-GIVE.

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