

**For Immediate Release**

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## *Sardi's Restaurant Joins Indulge New York® as Participating Vendor*

### *Participants Take Advantage of Exclusive Discounts through Use of Indulge New York® Card*

NEW YORK, NY- Indulge New York® (IDN) continues to grow at a rapid pace with the announcement that Sardi's, a staple in the New York restaurant scene for over 90 years, has signed on as a participating vendor in Indulge New York®. Participants can now take advantage of discounts by using the Indulge New York® card at their location at 234 West 44<sup>th</sup> Street, in the heart of the Theatre District.

Indulge New York® is a division of National Benefit Builders, Inc. and the Indulge New York® card offers participants discounts at world-class restaurants, boutique hotels, fine restaurants and specialty shops throughout New York City. What makes the Indulge New York® card unique are the Decadence Specialists who work tirelessly to create customized discount plans for New Yorkers and visitors alike. Some of these treats include deep discounts at day spas, patisseries, chocolatiers, cigar bars, wine tastings and much more.

NBBI President/CEO Kevin Faherty said, "The addition of Sardi's Restaurant to Indulge New York® makes this card a must-have for resident New Yorkers as well as those who love visiting. Sardi's has been an important part of the Theatre District for over 90 years and we are so excited that they have partnered with us to pamper participants with the best that New York has to offer."

#### **About Indulge New York®**

Founded in 2010 in partnership with National Benefit Builders, Inc. (NBBI), a world-class leader in the discount benefit market and rated A+ by the Better Business Bureau, Indulge New York® immediately made its mark as part of the hottest new NY social buzz. 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.

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