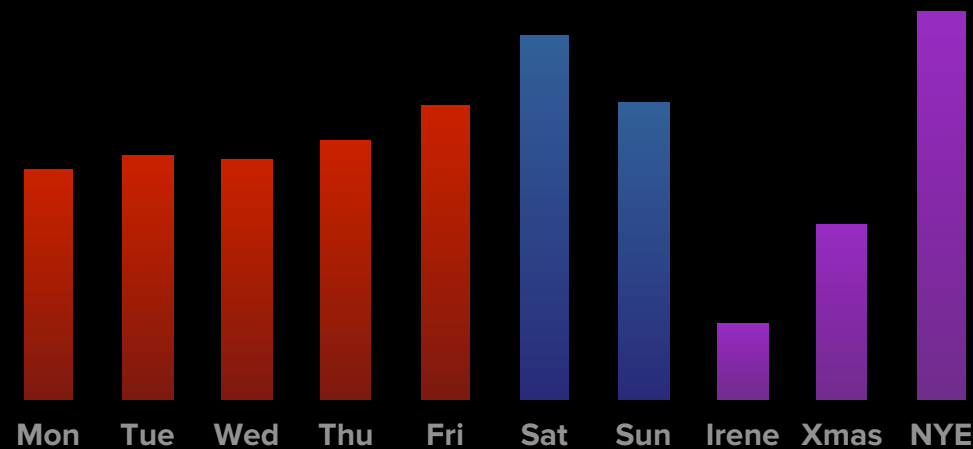


embark

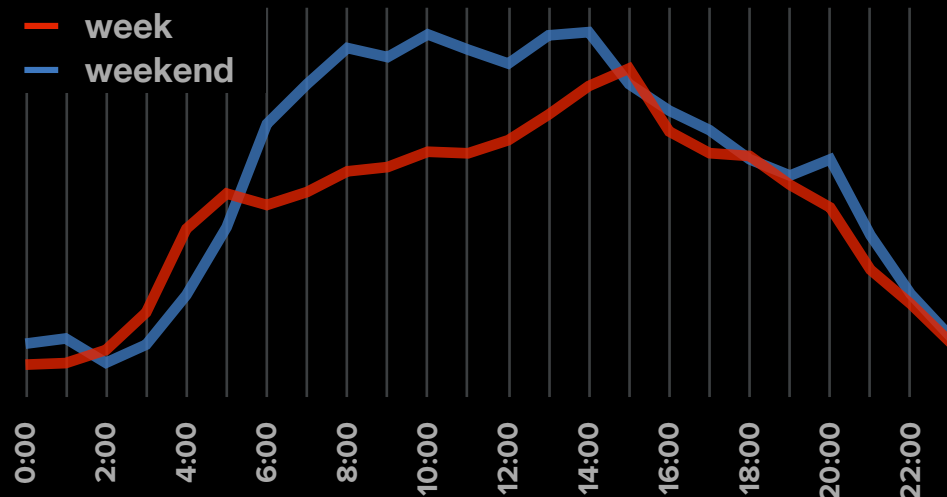
BY THE NUMBERS

WEEKLY NYC



BUSIEST WEEKDAY: FRIDAY
NEW YEAR'S EVE: +7%
CHRISTMAS: -40%
HURRICANE IRENE: -70%

HOURLY NYC



EMBARK STATS

12 APPS AVAILABLE
AROUND THE WORLD

20 MILLION TRIPS
PLANNED TO DATE

200 THOUSAND ACTIVE USERS
ALL APPS

72 SERVICE ALERTS
SENT IN NYC LAST WEEK

APPS NEAR NYC



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