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For Immediate Release...

ATLANTA'S NEW YEAR'S EVE PEACH DROP ENJOYED BY ALL! ***17TH ANNUAL PEACH DROP DRAWS THE LARGEST CROWD EVER WITH MORE THAN 175,000 SPECTATORS***

ATLANTA, GA: At the stroke of midnight, **Collective Soul's** music filled the air and fireworks painted the sky, as confetti rained down on spectators. Crowds gathered at Underground Atlanta to witness the magnificent 800-pound peach make its descent down the 165ft. light tower to 2006. Disney Legend Al Konetzni pulled the switch shortly before midnight at the 17th Annual Peach Drop presented by AirTran Airways. Atlanta's New Year's Eve tradition proved to, once again, be the largest celebration in the Southeast with more than 175,000 people at Underground Atlanta.

Atlanta was at maximum capacity New Year's weekend with the Chick-Fil-A Peach Bowl, Falcons game, and the Nokia Sugar Bowl. Sports fans, holiday travelers, and Atlantans welcomed 2006 with much fanfare. The excitement began at noon in Kenny's Alley and Upper Alabama Street with Underground merchants, vendors and restaurants kicking off the festivities for all ages. This 16-hour celebration proved to be fun for the entire family with activities for the kids including interactive games provided by the Atlanta Thrashers and Atlanta Hawks and live music. The Nokia Sugar Bowl Parade was a welcomed treat for onlookers that came to enjoy the festivities at Underground Atlanta with Mardi-Gras style floats and marching bands.

For only the third time in 17 years, the Peach Drop was syndicated in 40 markets across the United States. Hosted by WXIA's Paul Ossmann, DaveFM's Holly Firfer, and Hot 107.9's Griff the Peach Drop was watched by over 21 million households. Tupelo-Honey Productions, out of New York City, produced the one hour segment which was distributed by Raycom Sports. In 2004, Tupelo-Honey Productions and WXIA won the NATAS Emmy Award for the best televised production of the coverage of Peach Drop 2004.

"Amazing talent and record setting attendance helped make the 2006 Peach Drop the best yet", comments Underground Atlanta General Manager William P. "Chick" Ciccaglione. "Through syndication we are excited to be able to share our Atlanta tradition with the nation."

Those in attendance enjoyed live performances on the main stage from this year's headliner Collective Soul, along with performances from **Luna Halo**, **Five Star Iris**, **Alan Yates Band** and **7 Sharp 9**. In addition to the live music on the main stage, local bands performed throughout the evening in Kenny's Alley. Partygoer's certainly took advantage of the fact that Kenny's Alley is the only entertainment district where drinks are served until 4am and patrons can stroll from club to club with drinks in hand. Home to several restaurants and nine bars, the clubs celebrated their one year anniversary on New Year's Eve.

Underground Atlanta would like to thank the following 2006 Peach Drop Sponsors: AirTran Airways, Coca-Cola, WXIA NBC 11, 92.9 DaveFM, *The Sunday Paper*, Sheraton Atlanta Hotel, Atlanta Convention & Visitors Bureau and Georgia Department of Economic Development.

About Underground Atlanta:

Conveniently located near the Georgia State Capitol, World of Coca-Cola, and the Martin Luther King Jr. History Center, Underground Atlanta is a great place to start the day visiting downtown's attractions and events. Located in the heart of the city, Underground offers a wide variety of shops, restaurants and activities for everyone to enjoy. Explore six blocks, twelve acres and three levels and 225,000 ft. of shopping, restaurants and entertainment, as well as the newly opened and successful, eight restaurants and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit www.underground-atlanta.com for more information or call Underground Atlanta at 404-523-2311.

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