

Paras Madho
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New York Stock Exchange, Inc.
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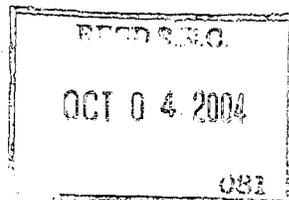


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NYSE

October 4, 2004

Mr. Brian Johnson
Branch Chief
Securities and Exchange Commission
Branch of Filer Support 2
Room 1004 - STOP/1-4
450 Fifth Street, NW
Judiciary Plaza
Washington, DC 20549



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Dear Mr. Johnson:

The New York Stock Exchange certifies approval for listing and registration under the Exchange Act of 1933, NEW YORK & COMPANY, INC., Common Stock, \$0.01 per share. The NYSE requests simultaneous acceleration of registration of the Securities Exchange Act of 1934, together with the 1933 Act. Adequate distribution assured. Form 8-A received on October 4, 2004. Tentative listing date - October 7, 2004.

Sincerely,

Paras Madho