



Put the fun back in driving!

FOR IMMEDIATE RELEASE

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South Bay Expressway Opens FasTrak® Customer Service Center July 12 from 8am – 2pm

*First Person in Line Wins Year of Free Tolls and the Next 25 Win Six Months of Free Tolls
Open a FasTrak account by September 30 and Receive a \$25 Toll Credit and 2 Weeks of Free Travel*

(SAN DIEGO – July 12, 2007) – With music, food and prizes, South Bay Expressway, a state-of-the-art toll expressway extending from SR 54 to SR 905 near the International Border -- will open its Customer Service Center July 12 at 8 a.m. and begin signups for FasTrak®. The first person in line to open a FasTrak account will win a year of free tolls and the next 25 people will each win six months of free tolls.

FasTrak is the best and most convenient way to use South Bay Expressway. It saves time by allowing customers to bypass toll plaza and ramps without stopping and also saves them money in the process — from 25¢ to \$1.75 per trip versus paying with cash.

“We’re thrilled to announce the kickoff of FasTrak signups,” said Greg Hulsizer, South Bay Expressway CEO. “It brings us one important step closer to opening the road for our customers. And to celebrate, anyone who opens an account before September 30, 2007 will automatically receive \$25 in toll credits and two weeks of free travel on South Bay Expressway.”

The kickoff event will be held from 8:00 a.m. to 2:00 p.m. July 12 at the South Bay Expressway FasTrak Customer Service Center located at 1129 La Media Road in Otay Mesa. Customers may line up no earlier than 8pm July 11. (Normal service center hours are 8:00 a.m. to 5:00 pm Monday through Friday)

Everyone who opens a FasTrak account at the event will have the opportunity to spin South Bay Expressway’s “Fun Wheel” for a chance to win prizes, including a Sony iPod, gas cards, Otay Ranch Town Center gift cards, vouchers for free tolls and more. Event sponsors include: Costco, Bento &

(more)



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Noodles, Chili's, Miguel's Cocina, Nestle Toll House Café, Salt Creek Golf Course and Starbucks Coffee.

About 2-4 weeks before South Bay Expressway opens, customers who open their prepaid FasTrak account, will be mailed their FasTrak transponder, a small electronic gizmo that easily attaches to the inside of the windshield. When driving on South Bay Expressway, an overhead antenna reads the FasTrak transponder on the windshield and the toll is automatically deducted from the prepaid account.

FasTrak may be used to pay tolls on any California toll road or bridge that displays the FasTrak symbol, including the I-15 Express Lanes, Orange County toll roads such as the SR-73 -- even the Golden Gate Bridge.

Customers may also open their FasTrak account by September 30 online at www.southbayexpressway.com or by phone by calling 619-661-7070 and receive a \$25 toll credit and two weeks of free travel.

For high resolution photos, a media kit or additional information, please contact Brendi Rawlin at 619-549-3066.

About South Bay Expressway

South Bay Expressway is a 10-mile express toll road that will run from SR 54 in Spring Valley to SR 905 near the International Border Crossing. With the opening anticipated for late Summer 2007, this exciting, new transportation alternative promises a fast, reliable and scenic drive, every time. The new connection will connect the growing communities across eastern Chula Vista and provide convenient access to Downtown, Sorrento Valley, I-8, I-15 North, Otay Mesa and Mexico. The construction of this first class express toll road is being made possible through an innovative public/private partnership, and is one of the first roads of its kind in California and the U.S. For more information, visit www.southbayexpressway.com.

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