



Put the fun back in driving!

FOR IMMEDIATE RELEASE

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South Bay Expressway Hits the Road With Grand Opening “Free For All” Celebration

***Everyone** drives free from November 19 to December 2.
FasTrak customers continue to travel free until January 13, 2008.*

(San Diego, Calif. – November 6, 2007) – Reliable, stress-free and just plain “free” driving debuts on the new South Bay Expressway on Monday, November 19, 2007. When the new state-of-the-art toll road extending from SR-54 in Spring Valley to Otay Mesa Rd./SR-905 opens to traffic, all motorists will be welcome to take a free, unlimited test drive from November 19 to December 2, 2007.

In addition, anyone who opens a FasTrak® account with South Bay Expressway will also receive **FREE UNLIMITED** driving on South Bay Expressway until midnight January 13, 2008. Those who have already opened a South Bay Expressway FasTrak account will automatically receive the ‘FasTrak Drives Free’ deal.

FasTrak is the latest in high tech toll collection, allowing motorists to pay tolls electronically while driving non-stop at highway speeds using a FasTrak electronic transponder mounted on their vehicle.

(more)

“The Grand Opening “Free for All” and “FasTrak Drives Free” promotions are our way of saying ‘thank you’ to the community for their support,” said South Bay Expressway CEO Greg Hulsizer. “This special promotion gives everyone the opportunity to check out South Bay Expressway for themselves and see how it can save them time, money and relieve the stress of bumper-to-bumper traffic.”



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Fun events, great prizes during Grand Opening Celebration

South Bay Expressway kicks off its public Grand Opening Celebration on Saturday, November 17 at 8 a.m. with a 15-mile Cycle Tour and Family Fun Walk/Run. Fun events, free rides, food, bands, children's activities and a classic car show will be a part of the all-day festivities at the Otay Ranch Town Center. A full schedule of Grand Opening activities is available online at www.southbayexpressway.com. Contact Brendi Rawlin at 619-549-3066 to arrange site tours and media interviews.

About South Bay Expressway

South Bay Expressway is a 10-mile express toll road that extends from SR 54 in Spring Valley to SR 905 near the International Border Crossing. This exciting, new transportation alternative offers a fast, reliable and scenic drive, every time. The new connection links the growing communities across Southeast San Diego County and provides convenient access to Downtown, Sorrento Valley, I-8, I-15 North, Otay Mesa and Mexico. The construction of this first-class express toll road was made possible through an innovative public/private partnership. South Bay Expressway is one of the first roads of its kind in California and the U.S.

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