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NEWS RELEASE

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RIDEFINDERS DEBUTS *NEW* PARK & RIDE LOT BROCHURE AND WEBSITE

*New resources will aid commuters seeking alternative transportation options
as work begins on The New I-64 Project*

GRANITE CITY, ILL, FEBRUARY 9, 2007 . . . RideFinders, the St. Louis regional rideshare program, today announced the availability of a *new* brochure and interactive website featuring 60 Park & Ride Lots in the region. Commuters can request a free Park & Ride Lot brochure or visit RideFinders' on-line version to learn how to park and *rideshare* to a better workday commute.

“Park & Ride Lots are a solution for commuters who need their vehicles for activities before or after work, yet still want to enjoy the many benefits of ridesharing to work,” explains Joe Wright, director of RideFinders. “Commuters simply drive their vehicle to a Park & Ride Lot, park their vehicle, and then continue their workday commute in a carpool, vanpool or bus.”

The Park & Ride Lot brochure and on-line version provide step-by-step instructions to help commuters rideshare. Commuters first register with RideFinders free ridematching service at (800) VIP-RIDE or www.ridefinders.org to find a carpool or vanpool, or they contact Madison County Transit at (618) 931-7433 or Metro at (314) 231-2345 to identify a bus route. These commuters then use the Park & Ride Lot brochure or website to find a convenient parking lot where they can meet up to carpool or vanpool together in one vehicle or catch their bus, leaving their personal vehicles parked at the lot. The website even enables commuters to obtain driving directions to any of the 60 lots listed.

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PARK & RIDE LOT BROCHURE AND WEBSITE FIRST AND FINAL ADD

With The New I-64 Project set to begin this spring and complete segments of the interstate to close in 2008 and 2009, commuters must consider alternate routes *and* workday commutes to alleviate traffic congestion and delays. The Park & Ride Lot brochure and on-line version is a valuable tool provided by RideFinders to help commuters rideshare to work during the project.

“By utilizing RideFinders’ Park & Ride Lot brochure and website to start ridesharing now, commuters will become more familiar with these alternatives and the role they can play in easing their commute during this landmark reconstruction project,” adds Wright.

The over 5,600 commuters that currently rideshare with RideFinders reduce their commuting stress and save an average of \$1,000 on their annual commuting costs. Ridesharing commuters whose employers’ also participate in RideFinders receive \$10 in free gas and free taxi rides home in an emergency. Ridesharing commuters also eliminate 42 million driving miles and 1.7 million pounds of air pollution annually – improving traffic flow and air quality for everyone.

Commuters can receive a free Park & Ride Lot brochure by calling RideFinders at (800) VIP-RIDE, or visiting the on-line version of the brochure at www.ridefinders.org for the most current listing of Park & Ride Lots and to obtain driving directions.

RideFinders, the St. Louis regional rideshare program, was created in 1994 to improve the quality of life and work in the St. Louis region by reducing traffic congestion and improving air quality. RideFinders fulfills its mission by providing a free ridematching service that helps commuters carpool or vanpool to work and teaming with over 900 employers to offer free ridesharing information and incentives to commuters at work. The program operates as free public service for commuters working in the region through federal grant funding from the United States Department of Transportation and the Federal Highway Administration.

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