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NEWS RELEASE

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AS TRAFFIC KEEPS ROLLING, SOLO COMMUTERS ARE SHARING THE ROAD WITH GROWING NUMBERS OF NEW CARPOOLS AND VANPOOLS

GRANITE CITY, IL, Feb. 7, 2008 . . . The anticipation of I-64 related gridlock that led to record inquiries at RideFinders during December has translated into another record month of growth for the regional ridesharing agency – despite the fact that traffic around the region is rolling much as it did before the shut down.

In the weeks leading up to Jan. 2nd, and subsequently Jan. 7th which was expected to be the real test for the region, hundreds of commuters signed up with RideFinders and requested matchlists of potential carpool and vanpool partners with whom they could share the ride. When January 7th came and went without any major impact on area commuters, the staff at RideFinders was concerned that the individuals who signed up wouldn't follow through; but those concerns appear to have been unfounded. Since January 7th, RideFinders has seen significant additional growth, with their numbers across the board double or triple what they were for the same period in 2007.

- 156 new carpools registered, up from 81
- 328 new carpoolers registered, up from 112
- 2 new vanpools registered, up from 0
- 25 new vanpoolers registered, up from 10
- 364 new matchlists were generated, up from 102

“The dramatic growth trend that began in mid 2007 is continuing as we move further in to 2008, and that’s great news for our region as the I-64 project moves forward,” notes Joe Wright, director of RideFinders. “Every new carpool that forms represents one more car that’s not on our region’s highways, and as more and more area commuters make carpooling or

RIDEFINDERS REPORTS AN INCREASE IN CARPOOLING SERVICES

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vanpooling their mode of choice, they will continue to play a key role in keeping traffic rolling smoothly.”

The fact that the number of matchlist requests is far outpacing the same period last year also is a good indicator that the growth trend at RideFinders will continue. While the anticipation of gridlock was a powerful motivator for commuters to sign up during the months leading to the I-64 shut down, the continuing growth can only be attributed to the fundamental reasons that thousands of individuals in our region have been sharing the ride for years.

Ridesharing offers commuters numerous benefits that improve their quality of life, such as: Control of their rideshare partners, schedule and route; lower stress with free time to read, work, eat or sleep when not driving; and savings of up to \$3,500 annually in gas and other commuting costs. RideFinders also offers commuters a free \$10 gas card to try ridesharing for 30 days and up to 6 free taxi rides home a year to continue ridesharing. Ridesharing commuters also improve the quality of life for the entire region by reducing traffic congestion, stress and delays, as well as air pollution.

Commuters interested in carpooling in their personal vehicles or vanpooling in RideFinders vans for a monthly fare can access RideFinders free ridematching service at www.ridefinders.org or (800) VIP-RIDE.

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RideFinders was created in 1994 to improve the quality of life and work in the St. Louis by providing a free ridematching service to help over 7,000 commuters carpool or vanpool to work, and by partnering with over 1,200 employers to provide free ridesharing information and incentives to commuters at work. RideFinders is operated as a free public service by Madison County Transit for commuters who work in St. Louis City and St. Louis, St. Charles, Jefferson and Franklin Counties in Missouri; and Madison, St. Clair and Monroe Counties in Illinois through federal grant funding from the United States Department of Transportation and the Federal Highway Administration. For more information, visit www.ridefinders.org or call (800) VIP-RIDE.