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NEWS RELEASE

RIDEFINDERS DRIVES HOME WITH A FOCUS ST. LOUIS AWARD **Ridesharing program honored at 2007 "What's Right with the Region!" awards ceremony**

GRANITE CITY, IL, MAY 11, 2007 . . . As the St. Louis region remains "focused" on record high gas prices and the upcoming I-64 construction, it is fitting that an organization offering a solution to both problems was recognized last night by FOCUS St. Louis. RideFinders, the St. Louis regional rideshare program, received a FOCUS St. Louis "What's Right with the Region!" award at the 10th annual event held at Sheldon Concert Hall.

The annual FOCUS St. Louis "What's Right with the Region!" awards recognize individuals and organizations that are making the region a better place to live, work and learn. RideFinders was honored in the "Demonstrating Innovative Solutions" award category for improving the quality of the workday commute through its free ridematching service. RideFinders' computerized ridematching service is available toll-free at (800) VIP-RIDE or on-line at www.ridefinders.org, and helps commuters find other commuters to share the ride to work in a carpool or vanpool.

"The ridematching service is like a dating service for commuters," explained Joe Wright, Director of RideFinders. "Commuters provide their home and work addresses, work hours and preferences, and then receive a 'matchlist' of other commuters with similar commutes to contact to discuss the possibility of carpooling or vanpooling."

RideFinders, which is operated as a free public service by Madison County (Ill.) Transit, has nearly 15,000 commuters registered with the ridematching service, with over 5,800 of these commuters currently in a carpool or vanpool. By ridesharing, commuters improve their quality of life by reducing their commuting costs and stress and, in some cases, receiving vital transportation. They also improve the quality of life for the entire region by reducing traffic congestion and improving air quality.

"RideFinders is honored to receive a prestigious 'What's Right with the Region!' award from FOCUS St. Louis," added Wright. "We look forward to continuing to provide the region with a vital transportation alternative, particularly in the face of higher gas prices and increasing traffic disruptions due to the I-64 construction."

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 commuters carpool or vanpool to work, and by partnering with employers to provide free ridesharing information and incentives to thousands of commuters at work. RideFinders is operated as a free public service by Madison County (Ill.) Transit for commuters who work in the 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.

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