

407 ETR Launches \$40M Rewards Program: Free Kilometres and Instant Gas Savings

- “ETR Rewards” is a \$40 million, four-year, tiered rewards program.
- ETR Rewards will provide eligible personal customers with free kilometres and instant gas savings every month.
- 407 ETR’s most frequent customers could see immediate savings equalling 10 to 15 percent of their monthly bill, starting in February.
- There is no enrolment process, points to collect or membership fee. Eligible customers are automatically enrolled and notified by mail.
- Over 100,000 customers can immediately take advantage of these savings.
- 40 million weekend kilometres are expected to be given away in the first year of the program.
- Customers can use their ETR Rewards Gas Savings Card at over 240 participating Petro-Canada locations in the Greater Toronto Area and over 1,400 locations across the country.
- Each ETR Rewards Gas Card has a bar code which will allow customers to benefit from special promotional offers at participating Petro-Canada convenience stores.
- There are four tiers in the program, which vary based on how many transponder kilometres the customer drives on 407 ETR. The tiers are:

Tier	Free Monthly Kilometres	Gas Card Savings
Tier 1 1,500 or more km	Total of 140 km FREE on Saturdays & Sundays	9¢ off per litre on 150 litres per month
Tier 2 1,000–1,499 km	Total of 85 km FREE on Saturdays & Sundays	5¢ off per litre on 130 litres per month
Tier 3 700–999 km	55 km FREE on Sundays	3¢ off per litre on 120 litres per month
Tier 4 400–699 km	40 km FREE on Sundays	2¢ off per litre on 120 litres per month

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407 ETR Concession Company Limited

6300 Steeles Avenue West, Woodbridge, Ontario, Canada L4H 1J1
Tel: 905.265.4070 Fax: 905.265.4071 www.407etr.com

- To be eligible for ETR Rewards, customers must:
 - have at least one light transponder;
 - have no outstanding balance greater than 35 days; and
 - travel more than an average of 400 transponder kilometres per month during the qualifying six-month period
- Customers will be assessed every six months to determine if they qualify for the program and if so, for which tier. The program phases extend from February to July 2007, and from August 2007 to January 2008. At the end of each period, customers will be advised of their tier status for the next period of the program.
- Free kilometres are automatically applied to the account and noted on the monthly bill. Each month's free kilometres must be used during each individual monthly bill cycle.
- While eligible for the program, on the second day of each month, the customer's gas card is automatically reloaded with savings. The value will be added to any balance remaining on the card from the previous month.

For complete details about ETR Rewards, visit www.407etr.com.

For more information, contact:
Dale Albers
Manager, Public Relations
Tel: 905-264-5221