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NEWS RELEASE

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RIDE FREE ON LINE 4

Big Blue Bus Announces Free Rides For A Week On Line 4

The Big Blue Bus announced today that from Sunday, June 29th to Thursday, July 3rd, all passengers boarding the Line 4 will ride for free. The promotion is collaboration with the MTA to inform customers of the MTA's decision to discontinue MTA Line 22. Line 22 will be discontinued as of June 28th. Passengers who used to ride this line will find Big Blue Bus Line 4 as the best alternative to the discontinued service.

Passengers boarding any Line 4 bus can ride for free anywhere on the line 4 route. Transfers to other Big Blue Bus' routes will be free, however, transfers to other transit systems will still cost 25-cents. "We are very pleased to be able to offer this promotion as a way to introduce our Line 4 to those who used to ride MTA Line 22 and hope some new passengers will try it out as well," says Joe Stitcher, Customer Service Manager.

Big Blue Bus Line 4 serves many residential and commercial areas including the VA Hospital, Santa Monica Place and Third Street Promenade, Brentwood, and Westside Pavilion. The line operates approximately from 6:00 AM till 10:00 PM, 7 days a week. The Line 4 traverses 4th Street, Carlyle Ave., San Vicente Blvd. Sawtelle Blvd., and Pico and Olympic around the Westside Pavilion.

The Big Blue Bus operates a fleet of 200 vehicles transporting more than 73,000

(more)

passengers daily across a 51.4 square mile service area. Since 1928, the Big Blue Bus has been providing award-winning service to Santa Monica and the Los Angeles area, and 2003 marks the Big Blue Bus' 75th anniversary of moving people. The Big Blue Bus has won awards for everything from its website to customer service orientation and has operated with a 97% on-time performance record. The Big Blue Bus also operates paratransit services and the electric TIDE Shuttle. For more information contact customer service at 310-451-5444, TDD 310-395-6024 or www.BigBlueBus.com.

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