

## **\$20 Million in Benefits Offered to 407 ETR Customers as Loyalty Program Enters Year Three**

**TORONTO, January 30, 2009** – 407 ETR has extended \$20 million in benefits during the first two years of its rewards program, and will continue to offer free kilometres and instant gas savings to personal transponder customers who frequently use Highway 407 ETR.

“ETR Rewards” is a tiered loyalty program that provides customers with free 407 ETR kilometres and instant savings on their gas purchases at Petro-Canada sites. 407 ETR’s most frequent customers could see savings equalling up to 15 percent of their monthly bill. There is no enrolment process or membership fee – eligible customers are automatically enrolled and notified by mail.

“Saving 9 cents-per-litre on gas is a great benefit of ETR Rewards. Our customers are seeing significant savings at the pump and appreciate the program more than ever,” said Antonio de Santiago, President and Chief Executive Officer of 407 ETR. “I encourage customers to keep using their gas savings card to take full advantage of the program as our way of saying thanks.”

“For many customers, they can enter the program or move up a tier by simply taking just one more trip each week on 407 ETR,” added de Santiago.

There are currently over 135,000 customers in the program. Every month, eligible customers can receive up to 140 free kilometres on Saturdays and Sundays and can instantly save up to 9 cents-per-litre on the price they pay for gas.

To be eligible for ETR Rewards, customers must have a personal account with at least one light vehicle transponder, have no outstanding balance greater than 35 days on their account and travel more than an average of 400 kilometres per month during a qualifying six-month period. At the end of each six-month period, customers will be advised of their tier status for the next phase of the program.

407 ETR Concession Company Limited (“407 ETR”) is the operator and manager of Highway 407, which extends 108 kilometres east-west, just north of Toronto. 407 International Inc., the sole shareholder of 407 ETR, is owned by a consortium comprised of Cintra Concesiones de Infraestructuras de Transporte, Macquarie Infrastructure Group and SNC-Lavalin.

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