

## **One million transponder users and counting**

**TORONTO, November 1, 2010** – 407 ETR announced today that the company has reached a major milestone – over one million drivers now have a transponder in their vehicle.

407 ETR customers make an average of 350,000 trips on the highway each and every workday.

In 2009, more than 110 million trips were taken on 407 ETR – relieving congestion on other highways and local roads.

It only takes seven trips a year on the highway for a transponder to start saving customers money.

“We are thrilled to announce the lease of our one millionth transponder,” said Jose Tamariz, President and CEO, 407 ETR. “That’s over one million drivers who have recognized 407 ETR as a fast, safe and reliable choice.”

“To thank customers for their loyalty and to celebrate this milestone, the company will give away 10 prizes of free travel on the highway for a year” said Tamariz.

All customers that drive on 407 ETR between November 1 and November 30, 2010 with a valid transponder will automatically be entered into the contest. “The more trips a customer makes in November with their transponder, the greater the chance they have of winning” continued Tamariz.

Full contest details are online at [www.407etr.com](http://www.407etr.com)

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 Infraestructuras, Intoll and SNC-Lavalin.

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