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TransitCenter Announces Its Participation in the NY/NJ Transit Trial

New York, NY, September 13, 2010 – TransitCenter, Inc. is proud to announce its participation in the six-month contactless payment trial launched by MasterCard Worldwide, the Metropolitan Transportation Authority (MTA), Port Authority of New York and New Jersey (PATH) and NJ TRANSIT (NJT). MasterCard is sponsoring the pilot in partnership with the agencies. TransitCenter is the sole commuter benefits provider involved in the trial.

TransitCenter has created a new contactless-enabled commuter benefits product – the orange TransitChek QuickPay[®] Card, a prepaid Visa[®] Card, for use in the trial. Participants will be able to pay fares on select train and bus routes throughout New York City and New Jersey by tapping their contactless TransitChek QuickPay Card at designated trial stations and on select bus routes.

“As the only commuter benefits provider taking part in this contactless payment trial and creating a fare payment product specifically for this emerging technology, TransitCenter is taking the lead in the commuter benefits industry,” said TransitCenter President and CEO Daniel Neuburger. “The TransitChek program already saves commuters money every month, and with products like the contactless TransitChek QuickPay Card we will also provide customers with greater commuting convenience.”

“The technology that we’re testing will make life easier for our customers and help reduce our cost of doing business at the same time,” said MTA Chairman and CEO Jay H. Walder. “By using an open network we’ll break down regional barriers and let people travel across the region with a card that’s already sitting in their wallets.”

The pilot program started on June 1 and will run through November 30, 2010, spanning multiple bus and train routes across New York City and New Jersey, including subway locations on the Lexington Avenue train line (4,5,6) from 138th Street in the Bronx through Borough Hall in Brooklyn, eight MTA bus routes (M14, M23, M79, M86, M101, M102, M103 and BxM7), 11 PATH stations (excluding only the Christopher and 9th Street stations), three NJ TRANSIT bus routes (6, 80 and 87) and Newark Airport Rail Station (AirTrain).

About TransitCenter: *TransitCenter is a nonprofit organization whose mission is to encourage the greater use of mass transit in order to reduce traffic congestion and improve air quality. We are the pioneer and a leading national provider of tax-free commuter benefits through our TransitChek[®] programs. Through education and awareness activities, we also promote the essential benefits of transit, foremost among them making communities better places – and more sustainable places -- to work and live.*