



Contact: Kona Luseni
Makovsky + Company
212-508-9684
kluseni@makovsky.com

Charles Kim
TransitCenter, Inc.
646-746-0276
ckim@transitcenter.com

TransitChek Now Available for Smartphones and Tablets

TransitCenter Delivers Commuter Benefit Technology Solutions for HR and Employees

New York, NY, June 27, 2011 – TransitCenter, Inc., the nonprofit provider of commuter benefits programs, today announced that access to its popular TransitChek® program is available for smartphone and tablet users. Commuters can now enroll and manage their tax-free transit benefit accounts via this free mobile tool. The website can be accessed at m.transitcheck.com or transitchek.com/next.

“In today’s engagement age, people want to access information anywhere on their own terms and mobile is a great way to address this demand,” said Dan Neuburger, president and chief executive officer of TransitCenter. “Today, we are adding a new level of service for commuters by providing on-the-go access for managing benefits. This creates a more dynamic relationship with their employers based on flexibility, convenience and cost savings.”

Thirty-one percent of mobile phone owners have a smartphone as of December 2010, according to a Nielsen Company study. In addition, Gartner research, predicts U.S. smartphone sales will grow from \$67 million in 2010 to \$95 million in 2011, and become the highest-selling consumer electronic device category.

TransitCenter recognizes the challenge HR professionals face with the growing demand for personalized technology solutions by their employees. The TransitCenter mobile site addresses this challenge by empowering employees to select the benefit solution that best meets their needs.

The mobile site can automatically be downloaded onto smart devices such as the iPhone®, Android™, BlackBerry®, iPad® and Motorola Xoom™.

Employees will be able to:

- Easily enroll in the TransitChek® program, anywhere, anytime
- Review their benefit history and transactions
- Manage benefit amounts and products on-the-go
- Temporarily suspend benefits

To further engage the mobile workforce, TransitCenter rolled out a Facebook page and Twitter feed. Friends and followers can expect to see unique TransitChek content including company, program and product news, commuter survey facts and updates on environmental initiatives.

“Through the consumerization of IT and rise of web 2.0 functionality, employees have come to expect a similar user experience at work as they have at home on social sites,” Mr. Neuburger adds. “We’ve designed our digital platform with those expectations in mind. The combination of the mobile website, Facebook page and Twitter feed reflects TransitCenter’s commitment to innovation, growth and solutions that make commuters lives easier.”

TransitCenter will provide a demo of this suite of mobile tools at the 2011 Society of Human Resources Management Conference and Exposition (June 26-29) in Las Vegas, NV.

For more information on TransitCenter’s new mobile site and online platforms, please go to transitcheck.com/next, or visit booth 3215 at the Society for Human Resource Management’s 2011 Annual Conference and Exposition.

###

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.