

## **407 ETR Launches \$40M Rewards Program: Free Kilometres and Instant Gas Savings**

**TORONTO, February 1, 2007** – 407 ETR announced today that it has launched a four-year, \$40 million rewards program for personal customers who frequently use Highway 407 ETR.

“ETR Rewards” is a tiered rewards program that provides customers with free 407 ETR kilometres and instant savings on their gas price at Petro-Canada sites. 407 ETR’s most frequent customers could see savings equalling 10 to 15 per cent of their monthly bill. There is no enrolment process or membership fee – eligible customers are automatically enrolled and notified by mail.

“This is great news for our customers,” said Antonio de Santiago, President and Chief Executive Officer of 407 ETR. “We are thanking our most frequent customers by giving them instant, easy-to-use savings.”

Every month, eligible customers can immediately 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. (See backgrounder for more details about tiers and rewards.)

Over 100,000 customers are eligible for savings and 407 ETR expects to offer over 40 million free kilometres on weekends to its more frequent customers in 2007. Based on their previous usage, many customers in the top tier will drive weekends for free.

Last week, 407 ETR mailed eligible customers their ETR Rewards welcome package and ETR Rewards Gas Savings Card so they can take immediate advantage of the program which formally starts today. In addition, customers will also see their free kilometres highlighted on their monthly 407 ETR bill.

To be eligible for the program, customers must have at least one light 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.

“The more you drive the highway, the more you can save,” said Mr. de Santiago, noting that the program has four tiers of rewards. “We’ll reassess all customers every six months to determine who should be in the program and who should move up a tier.”

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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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*For complete details about ETR Rewards, visit [www.407etr.com](http://www.407etr.com).*

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