

## **407 ETR Offers Up To 9 Cents-Per-Litre Savings At The Pumps**

**TORONTO, July 31, 2009** – 407 ETR not only gets you to your destination quicker, it offers savings at the gas pump! 100,000 407 ETR customers will now be eligible to save from 2 cents to 9 cents-per-litre with ETR Rewards.

On August 1, 2009, 407 ETR will launch Phase 6 of its loyalty program, ETR Rewards. Every month, eligible customers can instantly save up to 9 cents-per-litre on the price they pay for gas and receive up to 140 free kilometres on Saturdays and Sundays. Since 2007, ETR Rewards has extended over \$28 million in savings to 407 ETR customers.

“The more you drive the highway, the more you save,” said Antonio de Santiago, President and Chief Executive Officer of 407 ETR. “It’s an instant, easy-to-use rewards program that offers significant savings to our most frequent customers.”

ETR Rewards is a tiered loyalty program that provides customers with free 407 ETR kilometres to use on weekends and instant savings on their gas purchases at Petro-Canada. 407 ETR’s most frequent customers could see savings of 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.

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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