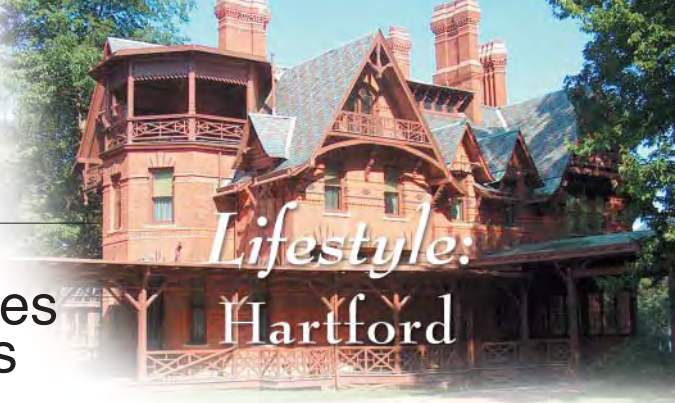


As Seen In... *Woman's Day*, *Redbook* &
Good Housekeeping, May 2007

Special Advertising Section

Rideshare Expanding Green Transportation Services for Commuters, Employees and Visitors



The energy crisis 25 years ago launched a partnership that continues to improve the quality of Connecticut's environment. The innovations championed by The Rideshare Company are contributing to cleaner air, reduced highway congestion and cost savings for everyone who works and lives in Connecticut.

"Visionary leaders, including the governor, presidents of local companies, the Connecticut Department of Transportation and the Federal Highway Administration, were not merely reacting to the crisis of the day. They foresaw how The Rideshare Company could advocate for creative ideas that protect the environment and conserve resources for the long term," says Nanci C. Fitzgerald, vice president of Business Development for the nonprofit company.

A 2006 recipient of the prestigious CTGreen9 award, The Rideshare Company is recognized as New England's commuter travel expert, moving 3,000 people to work every day. As the third largest vanpool network in the U.S., The Rideshare Company operates Easy Street® vans in Connecticut, Rhode Island, Greater Boston, Massachusetts and Westchester County, New York. The Rideshare Company's turnkey transportation programs are attractive components of employee benefit packages for many of the area's major employers. The Rideshare Company also supplies a full range of vans, including lift vans, to the Connecticut Department of Mental Retardation service providers.

the Rideshare Company

SOLUTIONS IN MOTIONSM

100 Corporate Drive, Suite 120
Windsor, CT 06095

Call a transportation consultant
at 800-972-EASY to find an
Easy Street® van to meet your schedule.

For more information and to
schedule a fact-finding appointment,
phone 860-692-1224 or visit
www.rideshare.com.



Easy Street® vans in front of Hartford's Old State House, a 1796 National Historic Landmark.

Save Your Drive for the Office

Each workday, approximately 3,000 Connecticut employees commute in an Easy Street® van. Comfortable, well-maintained vans accommodate seven to 15 riders who would otherwise be driving single occupant vehicles on the same roads at the same time. Easy Street®'s low cost fare averages seven cents per mile compared to the 53 cents per mile cost of driving the typical mid-size sedan. "The savings add up quickly," says Fitzgerald. "Many vanpooling families can get by with owning one car, and they receive discounts on their automobile insurance. Volunteer drivers enjoy additional savings because they have personal use of the van. The Rideshare Company pays for maintenance, insurance and gas. Easy Street® is designed to accommodate unexpected circumstances. Free transportation is provided for family emergencies, illnesses, and unscheduled overtime."

Driving New Initiatives

Fitzgerald joined The Rideshare Company to find new ways to leverage the company's sizable resources and skill sets to create new business ventures. "Our assets – a fleet of more than 500 vehicles, a vast operations system, a sophisticated 24/7 customer service center, financial

and accounting expertise – position us to expand into new areas of service to companies, nonprofits and corporations," she says. "We are uniquely positioned to meet non-commuter transportation needs. For example, special events and shopping and entertainment destinations can increase the number of patrons and enhance visitors' experience if they offer convenient, low cost transportation. Our vans can literally drive new business directly to their gates."

The Rideshare Company recently entered into a partnership with the New Britain Rock Cats, the Eastern League Double A affiliate of the Minnesota Twins. The Rideshare Company will be providing exciting customized transportation for players and employees. Specially-themed vehicles traveling on the road will have the additional benefit of enhancing public awareness and building excitement for the team.

