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TRANSITCENTER APPOINTS MAKOVSKY + COMPANY

New York, NY – June 21, 2006 – Makovsky + Company, one of the nation’s largest independent public relations and investor relations firms, today announced that it has been retained by TransitCenter[®], Inc. to help raise awareness of its tax-free commuter benefits programs among the nation’s employers.

TransitCenter launched TransitChek[®], the nation’s first commuter benefits program, in New York in 1987 as a way to encourage more people to use mass transit to reduce traffic, preserve natural resources and protect the environment. An IRS-approved benefit, the TransitChek program is available nationally and used by more than 500,000 employees to lower their commuting costs by an average of 30 to 40 percent. An independent nonprofit organization, TransitCenter is the only specialized provider of tax-free commuter benefits, transit information and assistance.

Robbin Goodman, Executive Vice President and Partner of Makovsky + Company, said, “Tax-free commuter benefits are a ‘no brainer’ for employers to engender good will with their employees, encourage the use of mass transit and save money, especially in an era of rising gas prices. TransitCenter is the pioneer of the benefit, which is offered by just 14 percent of corporations today. We’re excited about helping to educate employers on the value of this benefit.”

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David E. Kuizenga, Chief Operating Officer of TransitCenter, added, “Makovsky + Company brings high energy, creativity, a commitment to our mission and to detailed client service. We look forward to a productive relationship with the firm.”

About TransitCenter

A nonprofit corporation, TransitCenter specializes in tax-free commuter benefits, transit information and assistance for employers and commuters nationwide. TransitCenter introduced the nation’s first commuter benefits program in 1987 to encourage more people to use mass transit to protect the environment, preserve natural resources and improve the quality of life where people work and live. Today, more than 500,000 employees participate in TransitCenter’s TransitChek commuter benefits programs as a convenient, money-saving way to pay for commuting. For 20 years, TransitCenter has worked hand-in-hand with transit providers, communities and employers to make mass transit more accessible. Independent since 2001, TransitCenter was founded in 1986 as a joint alliance of leading public transit providers. A deep heritage in transit drives TransitCenter’s continued commitment to bringing new innovations to employers and commuters that participate in TransitChek tax-free commuter benefits programs. Learn more by visiting www.transitcenter.com.

About Makovsky + Company

Makovsky + Company has been among the top independent agencies for most of the past 15 years. It has been a consistent award winner; client campaigns have been singled out with PRSA Silver Anvils, *Holmes Report* Gold SABRE Awards, PRSA-NY Big Apples and IABC recognition. The Agency Report Card of *The Holmes Report* has named Makovsky one of the top agencies for “Business-to-Business” Marketing and “Investor Relations” in the United States. The magazine described the company as follows: “It is an agency that does almost all the little things right. There is an emphasis on research and planning, on understanding the industries in which it works and the challenges facing its clients. That’s why the Makovsky brand stands for excellence in client service.” It also cited the firm for its ability in creating programs “that drive reputation and sales.” Previously, the magazine named Makovsky “Best Managed in the U.S.” and one of the “Top 12 Strategic Agencies.”

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