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**TRANSITCENTER INTRODUCES NEW CARD  
TO PAY FOR COMMUTING TAX-FREE**

*Commuter Benefit Program Encourages Mass Transit Ridership  
at a Time of Rising Fuel and Commuting Costs*

**New York, June 21, 2006** – Amidst rising fuel and commuting costs, TransitCenter<sup>®</sup>, Inc. is making it easier for employers to put the savings of tax-free commuter benefits in the hands of employees with the launch of the TransitChek<sup>®</sup> Card<sup>™</sup>, a prepaid Visa<sup>®</sup> card, a new option in its popular TransitChek<sup>®</sup> commuter benefits suite. The TransitChek Card is the first anonymous, prepaid commuter benefits card that will give commuters the freedom to save on mass transit costs wherever Visa debit cards are accepted.

TransitCenter launched TransitChek, the nation's first commuter benefits program, in 1987 as a way to encourage more people to use mass transit to reduce traffic, preserve natural resources and protect the environment. An independent nonprofit corporation, TransitCenter is the only specialized provider of tax-free commuter benefits, transit information and assistance.

For the more than 500,000 employees currently participating in an employer-sponsored TransitChek program, the benefit provides a more convenient, money-saving way to pay for commuting. Approved by the Internal Revenue Service, the tax-free benefit allows employees to set aside up to \$110 month of their pre-tax earnings to pay for transit commuting costs, and up to \$21 a month for commuter parking, and save an average of 30 to 40 percent on out-of-pocket expenses associated with commuting. Offering tax-free commuter benefits can also help employers reduce their payroll taxes.

Pre-loaded with tax-free dollars, the TransitChek Card will be simple for employers to order and distribute to employees, providing the same ease and flexibility as the long-established paper TransitChek<sup>®</sup> Voucher<sup>®</sup>, with the added convenience and durability of a card, as well as the following features:

- Usable at ticket vending machines and ticket windows where Visa debit cards are accepted;
- Available in a broader choice of dollar values, including \$76 and \$110 denominations;

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- Anonymous, meaning that personal information is not required for use – an important feature for employees who lack a bank account or credit card;
- Re-loadable, giving employees the option to add post-tax value for commuting costs that exceed the current pre-tax benefit limit;
- The ability for employees to check their card balances through TransitCenter’s web site as well as via an automated toll-free telephone system;
- The ability for employees to transfer remaining balances from an old TransitChek Card to a new TransitChek Card; and
- More secure, with a simple product activation feature that provides employers with greater protection for shipping and storage.

“Commuter benefits programs are a simple, but meaningful way for employers to help their employees deal with rising commuting costs; while today, just 14 percent of employers are making this benefit available, we hope with the TransitChek Card more employers will offer the benefit,” said Larry Filler, president and CEO of TransitCenter, who spearheaded the development of the commuter benefits industry. “For 20 years, TransitCenter has been the leader in advancing commuter benefits to meet the evolving needs of businesses and riders. Our newest innovation, the TransitChek Card, is a major step forward in making this benefit universal, giving commuters a single means to finance virtually all of their transit fare purchases.”

The new TransitChek Card joins TransitCenter’s full TransitChek benefits suite, which includes paper TransitChek Vouchers, TransitChek<sup>®</sup> MetroCards<sup>®</sup> and the TransitChek<sup>®</sup> QuickPay<sup>®</sup> Card, a prepaid Visa card. Following a pilot, the TransitChek Card will be available for employers to order in August at no additional cost. Future enhancements are already planned, including additional security features for commuters.

“TransitCenter is committed to bringing a range of product options to our customers,” said Nathalie Vanheusden, business development officer at TransitCenter. “The TransitChek Card

can truly be a single tool for putting commuter benefits in the hands of employees, no matter how they commute.”

TransitCenter has launched an educational campaign to preview the new TransitChek Card with employers and their employees via emails, direct mail, advertising, industry conferences, customer events and other communications. Additional information is available at [www.transitcenter.com/card](http://www.transitcenter.com/card).

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### **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 tax-free 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 11,000 employers and 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 transit riders that participate in TransitChek tax-free commuter benefits programs. Learn more by visiting [www.transitcenter.com](http://www.transitcenter.com).

### **About BankFirst**

BankFirst is a progressive bank specializing in reliable, innovative payment services and competitive deposit products for consumers nationwide. After over 75 years, BankFirst continues to provide innovative solutions by focusing on stored value cards and related services since 2001; BankFirst is now recognized as a leader and pioneer in this emerging industry. BankFirst is chartered in Sioux Falls, SD, with offices in neighboring Toronto SD, Chandler, AZ, and Minneapolis, MN. For more information visit [www.mbfstoredvalue.com](http://www.mbfstoredvalue.com)

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