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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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VICTORVILLE, CA, FEBRUARY 15, 2011: Residents living on the eastside of Victorville recently received a special postcard from their friendly VVTA rider announcing *"we can win a FREE iPod Touch or other prizes! And **everyone** is a winner!"* In an effort to promote ridership on the new Route 54, VVTA launched a promotion targeting residents along Route 54. The promotion is a double-pronged approach, utilizing traditional postcards paired with the technology of *Quick Response (QR) Codes*. The postcard recipients simply take a picture of the QR code with a web browser enabled cell phone and are instantly notified of his or her prize.

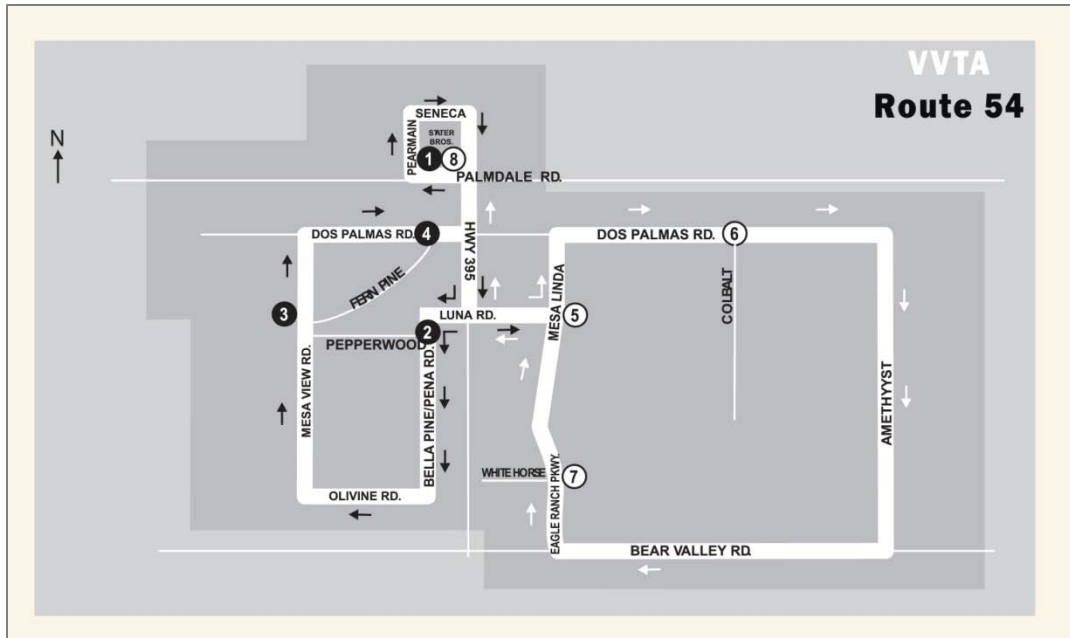
Although initially used for tracking parts in vehicle manufacturing, QR codes are now used in a much broader context, aimed at mobile phone users (known as mobile tagging). "We believe this route can really benefit students in the area and using new technology is a great way to reach them" stated VVTA Executive Director, Kevin Kane. Kane continues, "The QR codes allow VVTA to get information out to potential riders in a fun and unique way."

The QR code included on the postcard for the Route 54 promotion takes the user to VVTA's promotion website, where the user can then submit his or her unique promo code. After submitting the promo code, the user receives an email indicating the prize won. The prizes include: VVTA day passes, VVTA monthly passes, VVTA shopping totes and the grand prize of a 32gb iPod Touch. The postcards were mailed to 7,500 residents along Route 54 on February 3. If a postcard recipient does not have access to a cell phone with a web browser and camera, the recipient may go directly to <http://www.vvta.org/promo.php> and enter his or her promo code to claim his or her prize. The promotion will run until March 31, 2011. Kane further states, "If the responses to the codes continue to be positive, then we will look to use them in other promotions and marketing materials."

Route 54 operates most runs six days a week between 6:32 a.m. and 9:18 p.m. The route serves several general interest locations such as the Stater Bros. shopping center as well as Adelanto Market, Dos Palmas Road, Bella Pine/Pena Road, and Luna Road.

(continued on page 2)





VVTA Route 54

	1	2	3	4	5	6	7	8
	Palmdale & Hwy. 395	Bella Pine & Pepperwood	Mesa View & Luna	Dos Palmas & Fern Pine	Luna & Mesa Linda	Dos Palmas & Cobalt	Eagle Ranch Pkwy & White Horse	Palmdale & Hwy. 395
AM	6:23	6:30	6:35	6:40	6:44	6:49	7:02	7:18
	7:23	7:30	7:35	7:40	7:44	7:49	8:02	8:18
	8:23	8:30	8:35	8:40	8:44	8:49	9:02	9:18
	9:23	9:30	9:35	9:40	9:44	9:49	10:02	10:18
	10:23	10:30	10:35	10:40	10:44	10:49	11:02	11:18
PM	11:23	11:30	11:35	11:40	11:44	11:49	12:02	12:18
	12:23	12:30	12:35	12:40	12:44	12:49	1:02	1:18
	1:23	1:30	1:35	1:40	1:44	1:49	2:02	2:18
	2:23	2:30	2:35	2:40	2:44	2:49	3:02	3:18
	3:23	3:30	3:35	3:40	3:44	3:49	4:02	4:18
	4:23	4:30	4:35	4:40	4:44	4:49	5:02	5:18
	5:23	5:30	5:35	5:40	5:44	5:49	6:02	6:18
	6:23	6:30	6:35	6:40	6:44	6:49	7:02	7:18
	7:23	7:30	7:35	7:40	7:44	7:49	8:02	8:18
	8:23	8:30	8:35	8:40	8:44	8:49	9:02	9:18

*The shaded times do not run
on Saturdays.