



FLORIDA'S TURNPIKE ENTERPRISE

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NEWS RELEASE

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For Immediate Release

SunPass® Sales Reach Landmark Five Million *~ One in Three Floridians now owns a SunPass ~*

OCOE, FL (May 14, 2010) — Florida's Turnpike Enterprise today announced that SunPass transponder sales have reached the five million mark, making Florida's Turnpike the agency with the largest number of electronic toll collection transponders sold. "Reaching the five million mark is a testament to the continued popularity and convenience of SunPass Portable and SunPass Mini transponders," said Jim Ely, executive director of the Turnpike Enterprise. "About one in three Floridians now owns a transponder, and the number is growing every day," he noted.

The Turnpike kicked off the SunPass electronic toll collection system in Miami-Dade County in 1999 with a modest 5,000 transponders. Since then, the program has expanded to all 460 miles of Turnpike-owned roads, as well as the 140 miles of Florida Department of Transportation toll roads, including Alligator Alley, the Pinellas Bayway and the Sunshine Skyway Bridge. Additionally, SunPass is interoperable on the Orlando-Orange County, Miami Dade County and Tampa-Hillsborough County and LeeWay systems of tolled expressways, and the Garcon Point and Mid-Bay Bridges in Florida's Panhandle. On any given day, almost three million people use SunPass as part of their travel.

SunPass enjoys 75-80 percent participation on most Sunshine State toll roads, and Turnpike travelers enjoy a 25 percent discounted rate at most plazas when they use SunPass to pay their tolls. In South Florida, the southern 50 miles of the Turnpike mainline is being converted to All-Electronic Open Road Tolling. Cash toll collection is being eliminated, both to hold down the costs of toll collection and to provide much-needed congestion relief in Florida's most heavily-populated urban area.

SunPass Portable and SunPass Mini transponders may be purchased online. SunPass Portable, which may be moved between vehicles, retails for \$24.99, plus tax. SunPass Mini, which must be permanently affixed to the windshield, retails for \$4.99 plus tax, and the purchase price will be applied to your SunPass balance in non-refundable toll credits when you activate the transponder. For more information on Florida's Turnpike All-Electronic Open Road Tolling plan, visit <http://www.floridasturnpike.com/all-electronic-tolling/index.html>. For more information on SunPass, Florida's Prepaid Toll Program, visit <http://www.SunPass.com>.