



LONG BEACH TRANSIT

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U-PASS Program for 2010 Academic Year Ends on May 28th, 2010

*Program Will Resume on August 16th, 2010 to
Coincide with Next Regular School Year*

LONG BEACH, CALIF. (May 24, 2010) – Long Beach Transit officials announced today that the widely successful U-PASS program with California State University, Long Beach (CSULB) for the current academic year will conclude on May 29th. The program will resume again in the fall to coincide with the academic school year.

Effective May 29th, 2010 regular bus fares will apply for all CSULB identification card holders.

Thanks to a great partnership between Long Beach Transit and CSULB, the successful U-PASS Program was unveiled in 2008. The program, whereby CSULB pays an annual contract amount to allow current students, faculty and staff to ride all Long Beach Transit buses for free, exceeded all expectations. Simply by swiping their CSULB identification card through the farebox, University customers can not only access the more than 30 bus stops on and around the CSULB Campus, but have better mobility throughout the City of Long Beach.

Because of a struggling economy and difficult budget years ahead for both Long Beach Transit and CSULB, the UPASS program has been scaled back slightly to be in effect during the academic school year only. Free rides for CSULB identification card holders will begin for the fall semester from August 16th, 2010 through December 23rd, 2010 and for the spring semester from January 24th, 2011 through May 27th, 2011.

"We are thrilled to continue our partnership with CSULB for the upcoming school year," said Larry Jackson, President and CEO of Long Beach Transit. "We have had tremendously positive feedback from students and staff, and are looking forward to another year of helping our University customers get wherever they need to go."

About Long Beach Transit

Long Beach Transit serves over 29 million boarding customers in Long Beach, Lakewood and Signal Hill—as well as portions of Artesia, Bellflower, Carson, Cerritos, Compton, Hawaiian Gardens, Norwalk, Paramount and Seal Beach—with regular bus and shuttle services including the Passport, AquaBus, and AquaLink. For more information visit www.lbtransit.com.