

METRO News Release

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METRO, US Airways Center, Phoenix Suns renew ticket partnership

In celebration, scavenger hunt and prize to take place over the weekend

PHOENIX — METRO light rail, US Airways Center and the Phoenix Suns announced today the renewal of the “Rail Ride Event” program. The program, originally launched in October 2009, allows consumers who purchase a ticket to any event at US Airways Center to ride METRO light rail at no additional cost, on the day of the event.

Through Rail Ride, METRO recognizes US Airways Center event tickets as valid light rail fare on the day of the event for four hours prior to the start of the event, through the end of the transit day. This innovative ticket partnership between METRO and US Airways Center has been renewed for an additional five years with action taken by the METRO Board of Directors yesterday (Wednesday, May 19).

“This program is a slam dunk! It’s an easy way for event-goers to enhance their downtown experience by using light rail,” said METRO Board Chairman and Phoenix Councilman Tom Simplot. “We’re thrilled and proud to have such great partners as the US Airways Center and Phoenix Suns.”

In September 2009, the METRO Board approved a one-year program with US Airways Center to combine event and light rail ticketing. The agreement was established to cover the 2009-2010 Phoenix Suns and Mercury seasons as well as all other ticketed events at US Airways Center, including the many concerts and family shows. The program has proven effective in recovering necessary fare revenue and providing customers with an additional amenity. The program’s renewal will be effective through June 2015.

“US Airways Center and the Phoenix Suns are extremely pleased with our one-year pilot Rail Ride Event program,” said Rick Welts, President and CEO of the Phoenix Suns. “The feedback we have received from our season ticket holders and guest has been overwhelmingly positive and we look forward to extending our relationship.”

Scavenger hunt and prize

To celebrate, METRO and US Airways Center invite fans and riders alike to take part in a scavenger hunt to have a chance to win US Airways Center event tickets. Taking place Friday, May 21 – Sunday, May 23, the scavenger hunt along the METRO system will task participants with finding letters, that when unscrambled, reveal a secret word. Submit the correct word by Monday, May 24 at noon to be put in the running for the grand prize. The grand prize includes **all** of the following:

- Four (4) lower level tickets to Ringling Brothers and Barnum & Bailey Circus (June 23-27, 2010)

- Two (2) suite tickets to Lady Gaga (July 31, 2010)
- Two (2) suite tickets to Christina Aguilera (August 14, 2010)
- Four (4) lower level tickets to a 2010 Phoenix Mercury home game (game based on availability)
- Four (4) lower level tickets to a 2010-2011 Phoenix Suns home game (game based on availability)

For more information on how to participate in the Rail Ride scavenger hunt, including station clues, visit METRO's Facebook page (keyword: metro light rail).

For more information on the Rail Ride Event program, see attached fact sheet or visit http://www.valleymetro.org/metro_light_rail/how_to_ride/rail_ride_events/.

About METRO

METRO is responsible for the development and operation of the region's high-capacity transit system. The first 20-mile light rail line opened Dec. 27, 2008 and served 11.3 million riders in 2009, exceeding all first-year ridership projections. METRO will continue to refine its 20-mile operation, while also planning for 37 miles of future extensions.

About US Airways Center

US Airways Center is owned by the city of Phoenix and managed by a subsidiary of Suns Legacy Partners, owners of the Phoenix Suns (NBA) and Phoenix Mercury (WNBA). The 19,000-seat, award-winning venue hosts nearly 200 events a year including concerts, the Ringling Bros. and Barnum & Bailey Circus, Disney on Ice shows, other family shows, sporting events, and conventions. More than two million guests attend events at the Center annually.

www.usairwayscenter.com