

Press Release

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ONLINE E-TICKET RAIL SALES REACH £5M MARK

CrossCountry has announced today that it has sold nearly 170,000 print-at-home 'e-tickets' since the rail operator launched the online initiative in November 2008.

With over £5m worth of tickets sold and nearly 19,000 sold during November and December alone, customers are catching on to the simplicity of purchasing their rail tickets online. E-tickets now account for 11% of CrossCountry's overall online ticket sales

CrossCountry's Commercial Director, David Watkin said: "Our e-tickets are growing in popularity with customers due to their simplicity and user-friendliness. Our website is extremely easy to navigate and provides an online portal where people can buy their tickets for any rail journey in Britain from the comfort of their own home or office.

Mr Watkin added: "It's no secret that if people book far enough in advance through our website there are great deals to be had. With 70,000 of our advanced First Class and Standard fares frozen at 2010 prices, there isn't any better opportunity than now to pocket a cheap deal."

The official CrossCountry website is available through www.crosscountrytrains.co.uk

ENDS

Please find notes to Editors, CrossCountry facts and figures below. For more information feel free to contact us on 0121 2006115 or by email to communications@crosscountrytrains.co.uk

CrossCountry facts and figures:

STATIONS SERVED: 118

ROUTE MILES: 1,654

WEEKDAY SERVICES: 293

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,700

LONGEST TRAIN SERVICE: 08.20 Aberdeen to Penzance (774 miles)