

Press Release

2 June 2009

XC2009/018 (SH)

CROSSCOUNTRY E-TICKET SALES ARE BOOMING

CrossCountry has announced that it has sold over 24,000 e-tickets since the rail operator launched the online initiative in November 2008.

E-tickets now account for 14% of CrossCountry's overall ticket sales with 10,000 sold during April and May alone, showing just how quickly customers are catching on to the ease of e-ticketing. And with over £640,000 worth of tickets sold, CrossCountry's e-ticket highlights the growing importance that technology is playing between the rail industry and customers.

David Watkin, Commercial Director at CrossCountry said: "This is a milestone for CrossCountry and we're delighted that our e-tickets are proving highly popular with customers. Our website is an easy-to-use site where people can buy their rail tickets for any rail journey quickly and without having to queue at the station."

David added: "It's no secret that if people book far enough in advance through our website there are great deals to be found. Customers know our website is the number one place for them to get the best deal."

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

ENDS

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

Notes to editors

CrossCountry started operating on 11 November 2007. The franchise, which is the most extensive in the UK, will run until 31 March 2016. For further information on CrossCountry services and future franchise plans log on to www.crosscountrytrains.co.uk

Arriva is one of the largest private sector providers of passenger transport in Europe, employing more than 43,500 people (including share of associate companies) and providing more than one billion passenger journeys every year.

Arriva provides transport services including buses, trains, commuter coaches and water buses, and operates in 12 European countries: Czech Republic, Denmark, Germany, Hungary, Italy, the Netherlands, Poland, Portugal, Slovakia, Spain, Sweden and the 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)