

Press Release

27 November 2008

XC2008/034 (SH)

CROSSCOUNTRY LAUNCHES GROUNDBREAKING E-TICKET

Leading train operator becomes first in Britain to offer e-tickets on all of its routes

CrossCountry announced today the launch of its new, easy way for customers to buy and collect their CrossCountry Advance tickets via www.crosscountrytrains.co.uk

CrossCountry's quick and simple 'e-ticket' enables customers to print their tickets at their own PC or laptop, cutting out additional trips to the station and the need to queue.

E-tickets must be printed off and presented to station and onboard staff when required and will incorporate specific journey details including the customer's name and other relevant security features. Advanced tickets can be purchased online 24-hours any day up to 1800 the day before departure, subject to availability.

David Watkin, commercial director at CrossCountry said; "The new e-ticket facility is fantastic news for our customers. Since it was launched 12 months ago, the CrossCountry website has grown into a slick and sophisticated online booking service where people can buy tickets quickly, with minimum fuss. Making e-tickets available for all our routes is an important step in our evolution of online ticket purchasing and our investment for the future."

David added; "Our e-ticket aims to make the ticket buying process simpler and avoid unnecessary trips to the station before customers need to make their journey. This is especially important during this time of year as we approach the busy Christmas period as customers can take the stress out of purchasing their ticket and avoid unnecessary queuing – and get the best possible ticket price at the same time by booking in advance."

Mobile innovations.....

Following the launch of the new e-ticketing service CrossCountry will also making its website 'mobile-friendly' which for the first time will see users of mobile phones and PDAs being able to access CrossCountry information on the move. The mobile facility will enable people to access live train times, timetables, station information and importantly, book their train tickets via their mobile phones.

CrossCountry's website is available via www.crosscountrytrains.co.uk

Notes to editors

- Journalists wishing to discuss the new e-ticketing facility can telephone 0121 200 6115 or email stuart.henry@crosscountrytrains.co.uk
- People wishing to travel with CrossCountry over the Christmas period are advised to book early to ensure they buy their ticket for the lowest possible price. Prices are subject to availability.
- 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
- CrossCountry is part of the Arriva group which operates transport services in 12 European countries, employs more than 40,000 people and provides more than one billion passenger journeys every year. For more information about the Arriva group visit www.arriva.co.uk

CrossCountry facts and figures

STATIONS SERVED: 133

ROUTE MILES: 1,654

WEEKDAY SERVICES: 288

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated by 2010

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,800

LONGEST TRAIN SERVICE: Penzance to Dundee (701 miles)