

Press Release

5 August 2008

CROSSCOUNTRY APPOINT HONEYCOMB AS CRM PARTNER

Software specialist Honeycomb has been appointed by CrossCountry as their CRM partner.

As one of the UK's leading train operators, CrossCountry has selected Honeycomb to help ensure a customer-centric approach and to improve customer insight through their database management practices. This approach will not only support the Company's growing marketing activity but also ensure that CrossCountry is speaking to groups of customers about the opportunities available to them.

CrossCountry's CRM Manager Stephanie Adams said; "Here at CrossCountry our strategy is to put the customer at the heart of everything we do, to communicate with them and to understand exactly what they want from a train operator. Therefore after an extensive selection process we are delighted to be working with the highly experienced team at Honeycomb. The sophisticated CRM system that Honeycomb provides has a simple user interface and a highly professional eMarketing capability. These features will help build and improve on the dialogue between ourselves and our customers.

"We believe that Honeycomb is in a position to deliver an holistic approach and implement appropriate solutions that meet our needs."

Further information on Honeycomb can be accessed via www.honeycomb-software.com. Honeycomb's client base includes electronic giants Toshiba and Samsung whilst they also provide CRM solutions for Johnson & Johnson and Australia's Queensland Government.

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

CrossCountry has moved offices. Our new address is CrossCountry Communications Department, 5th Floor, Cannon House, Priory Queensway, Birmingham B4 6BS

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

CrossCountry is part of the Arriva group which operates transport services in ten European countries, employs more than 38,000 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: 131

ROUTE MILES: 1,654

WEEKDAY SERVICES: 288

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,800

LONGEST TRAIN SERVICE: Penzance to Dundee (701 miles)