

Press Release

21 August 2008

XC 2008/022 (SH)

CROSSCOUNTRY LAUNCHES 'MAP YOUR MATES' APPLICATION ON FACEBOOK® PLATFORM

CrossCountry has forged a link between social networks and rail networks by becoming the first UK train company to launch a social media application on the Facebook Platform.

Through CrossCountry's new 'Map Your Mates' application on Facebook, the website's millions of UK users can not only chat to friends and invite them to parties, reunions and events, but can also now plan their social visits to friends by easily linking through to CrossCountry's online journey planner and ticket booking facility.

Andy Cooper, Managing Director at CrossCountry said; "We're delighted to be leading the rail industry by launching our new application on Facebook Platform. Not only does the 'Map Your Mates' feature let users connect and interact with their friends, but also offers them all the train information they need via the CrossCountry map and website link. This interactive application allows us to connect people and places from within the UK's most popular social media site whilst also giving people the opportunity to buy rail tickets."

Facebook is the UK's most popular social utility website with 90 million active users world-wide.

Andy Cooper added; "As part of our long-term marketing strategy we believe passionately that new media opportunities can make CrossCountry more accessible. For example, 85% of UK-based students are Facebook users. These are people who often need quick and easy train information, prices and advice. The CrossCountry website can offer these services and a whole host of other impressive features."

CrossCountry's Map Your Mates application is now available on Facebook via www.facebook.com. People can search for the application by typing in 'Map Your Mates' via the search facility at the top of the Facebook website.

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

Notes to editors

- Attached is a screen shot of CrossCountry's 'Map Your Mates' application.
- Facebook® is a registered trademark of Facebook Inc.
- CrossCountry's Summer Seat Sale is now available via www.crosscountrytrains.co.uk/sale Input the promotional code GIVEAWAY to unlock massive savings on advanced purchase tickets.
- 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)

Facebook | Map Your Mates - Mozilla Firefox
http://apps.facebook.com/mapyourmates/

facebook Profile edit Friends ▾ Inbox (5) ▾ home account privacy logout

Map Your Mates

It's easy by train
Friends all over the place? 'Map Your Mates' to check where in the UK they live, then plan your next catch up using crosscountrytrains.co.uk. Wherever they live in Great Britain we've got just the ticket. Have fun!

Map Invite Friends



Map Satellite Hybrid

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