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FOR IMMEDIATE RELEASE

**METRO RED LINE PASSENGERS MAKE BEELINE TO HOLLYWOOD & HIGHLAND
RETAIL/ENTERTAINMENT COMPLEX**

A steady stream of Metro Red Line subway passengers has contributed to the early success of the new Hollywood & Highland retail/entertainment complex, an MTA joint development, which opened November 9 above the Hollywood/Highland Metro Red Line subway station.

For the period November 9-13, ticket vending machine (TVM) sales at the Hollywood/Hollywood Metro Red Line subway station more than doubled.

"We knew there would be an increase, but this surpasses our expectations," said Jim de la Loza, executive officer, Countywide Planning. "We can look for similar results from joint developments at other rail stations."

TVM receipts at the Hollywood/Highland Metro Red Line station increased by 160% on opening day, Friday, November 9; 196% on Saturday, November 10; 175% on Sunday, November 11; 103% on Monday, November 12; and 92% on Tuesday, November 13.

The new retail/entertainment venue apparently drew visitors from the North Hollywood and Universal City Metro Red Line stations in the San Fernando Valley as well. The North Hollywood Metro Red Line station saw an increase in ticket sales of 39% on Friday; 68% on Saturday and 50% on Sunday; and at the Universal City Metro Red Line station an increase of 45%

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on Friday; 70% on Saturday; and 32% on Sunday.

TVM sales also increased on the entire Metro Red Line system during the same period.

On opening day, TVM sales increased by 28% on the Metro Red Line system; 29% on Nov. 10; 19% on Sunday; 6% on Monday and 8% on Tuesday.

In terms of actual boardings and alightings at the Hollywood/Highland Metro Red Line station, preliminary data analysis suggests the increase in TVM sales translated into the doubling of daily boardings and alightings at the station from 9,276 to 18,552.

MTA's Countywide Planning department is evaluating joint development proposals for the Wilshire/Vermont and Hollywood/Vine Metro Rail stations. "We'll take a recommendation to the MTA Board in early 2002," said de la Loza.

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