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Metro Info

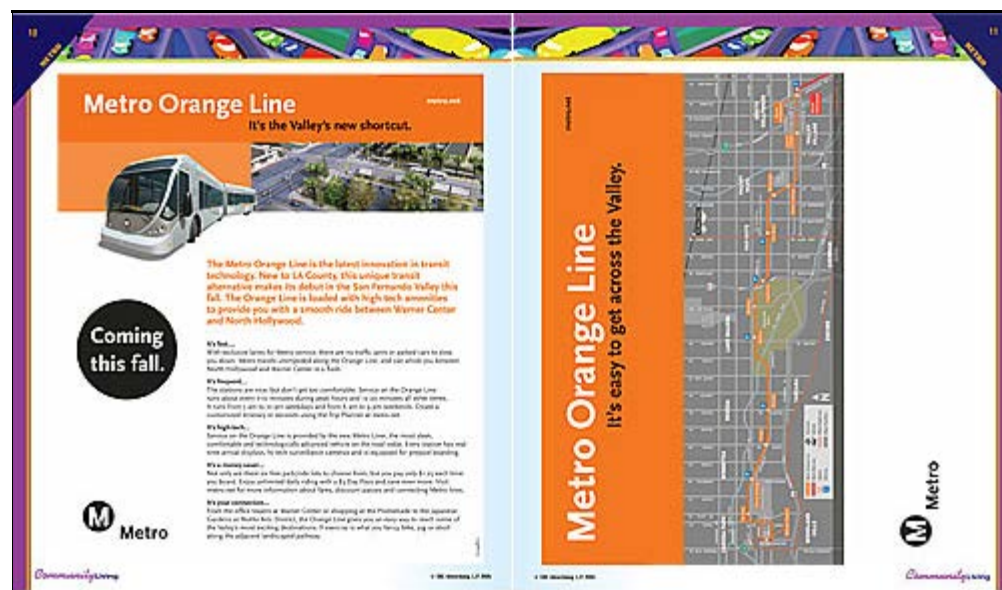
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Metro Orange Line information is featured in 1.25 million SBC San Fernando Valley West phone books.



Metro Orange Line to be Featured in Valley Phone Books

(Aug. 23, 2005) The Metro Orange Line will be prominently featured, starting this month, in the Community Living section of 1.25 million SBC San Fernando Valley West phone books.

Beginning with a Metro tab in the upper right-hand corner of the cover, the White Pages and Yellow Pages phone books and mini-cell directories will include a photo of a Metro Liner and a description of the Orange Line with a map, service and fare information in English and Spanish.

The trade agreement between Metro and SBC costs the agency nothing, but would be valued at \$148,524 if the ad space were purchased, according to Communications Manager Fran Curbello, who created the partnership with SBC.

The phone books will be delivered to Valley homes and businesses. Extra copies will be available at local Ralphs Supermarkets or at www.SMARTpages.com.

Metro has a similar agreement with SBC for San Gabriel Valley phone books. The June edition carries a Metro Rail system map that also shows the Metro Orange Line. Service and fare information is presented in English and Spanish.

The space in the San Gabriel Valley edition, which carries the front cover tab "To get there, go Metro. Plan your trip at metro.net.", is valued at \$50,712.

