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FOR IMMEDIATE RELEASE

Go Metro for Holiday Shopping

- New Metro Orange Line, Metro Store online create new opportunities for traffic-weary shoppers this gift-giving season

If Santa Claus were on the Board of Directors at Metro, he would certainly be pleased with the gift-giving opportunities the transportation agency presents this year to all the traffic-weary shoppers of L.A. County.

The Metro Bus and Rail system is the wise shopper's best tool for beating the traffic around some of the the county's busiest shopping areas. At \$3 for an all-day transit pass, it's also a great way to save money to purchase more gifts this holiday season.

Metro's fleet of 2,400+ buses and 73 miles of rail lines serve major shopping areas throughout Los Angeles County including Northridge Fashion Center, 3rd Street Promenade, Beverly Center, Universal CityWalk, Old Pasadena, Macy's Plaza downtown, CityPlace in Long Beach and South Bay Galleria.

Shoppers looking beyond the malls can find unique, affordable gifts at one of the special shopping districts in downtown Los Angeles. Whether looking for toys, fashion clothing, jewelry or flowers, downtown L.A.'s shopping districts are the place to go, accessible via a multitude of Metro Bus lines, the Metro Red and Gold Lines, Metrolink trains and Dash Buses.

The recent opening of the Metro Orange Line opens up brand new shopping venues in the San Fernando Valley for Metro-bound shoppers. The latest addition to the Metro family of bus service provides convenient access to several key shopping locations along the 14-mile line. Starting at its western end at Warner Center in Woodland Hills lies the Westfield Promenade and Westfield Topanga shopping centers. Westfield Promenade contains 615,000 square-feet of lifestyle/entertainment/retail space, including Barnes & Noble, Macy's and AMC 14-screen theater. Westfield Topanga shopping locations include Nordstrom, Robinsons-May, Sears and more.

The Metro Orange Line Van Nuys Station is the starting point where shoppers can jump on board Metro Local 233, 237 or Metro Rapid 761 to shop at the Panorama Mall, home to Anchor Blue, K-B Toys, Wal-Mart and more.

Shoppers may also catch Metro Bus Lines 169, 233 or Metro Rapid 761 from the Metro Orange Line Van Nuys Station to The Plant, where they can shop at Babies-R-Us, Cost Plus, Office Max, Radio Shack and other

stores.

At the Metro Orange Line's eastern end, the NoHo Arts District offers shoppers an eclectic array of retail, vintage and children's clothing, home décor shops and boutiques, including Omni Designs, Art & Soul, Luggage for Less and the Iliad Bookstore.

Metro has produced a "Go Metro 2005 Shopping Guide" which lists shopping venues accessible by Metro. A map shows where to find nearly 30 different shopping areas along the Metro Red, Orange, Blue, Green and Gold Lines. Guides will be available on board Metro Buses and Rail lines or downloadable from Metro's web site at www.metro.net.

While on the web, shoppers looking for that special "Metro" gift can visit the Metro Store online. Available from the metro.net homepage, the web site is the one-stop location for purchasing commemorative transit-related apparel, posters, bags and drinkware.

Other shopping and destinations available by Metro can be found at WWW.EXPERIENCELA.COM.

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