



Media Release

NLC Offers Additional AIR MILES reward miles to Encourage Metrobus Customers to 'Ride Responsibly'

(ST. JOHN'S, JUNE 1, 2012) Beginning today, the Newfoundland Labrador Liquor Corporation (NLC) will partner with Metrobus Transit to reward AIR MILES Collectors for riding responsibly on Friday and Saturday nights after 7pm. Through a new and unique partnership with the AIR MILES Rewards Program, riders in St. John's will be able to double the reward miles they earn every time they take the bus on Friday and Saturday nights on any route in the city - riders will earn 2 AIR MILES reward miles for every 2 taps of their m-card.

NLC hopes to encourage socially responsible behaviour by promoting 'responsible riding' on weekends. "Whether out on the town or visiting friends, we are proud to be rewarding our fellow citizens for responsible behaviour and to be contributing to our society's fight against drinking and driving," says NLC President & CEO, Steve Winter. "Making the smart and responsible choice to take the bus instead of driving on a weekend evening has just become twice as rewarding."

Metrobus launched the AIR MILES Reward Program on May 2, 2012 but is excited to have NLC on board to offer riders an additional incentive to take the bus. "Public transit provides opportunities, options and choices for people from all walks of life, giving them easy access and freedom to do the things they need in everyday life – and by adding such a powerful and versatile reward offering, we are supporting an even more meaningful shift toward responsible behaviour among the residents of St. John's" says Judy Powell, General Manager of Metrobus Transit.

For more information on how you can connect your AIR MILES Collector account to your m-Card visit www.metrobus.com

Contact:

Greg Gill
Director, Marketing and Communications
Newfoundland Labrador Liquor Corporation
709.724.2257
Greg.gill@nliquor.com