



For Immediate Release -

Smart Commute 404-7 launches Carpool Zone Carpooling in the York Region easier than ever before

(Markham / Richmond Hill, November 29, 2005) – Smart Commute 404-7 has announced its on-line ride-matching service now includes Carpool Zone, the first ever Internet carpool service to help commuters find people throughout the Greater Toronto Area (GTA) with whom to share a ride to and from work.

Carpool Zone is a component of the GTA Smart Commute website and offers a wide choice of commuters for York Region carpoolers who originate outside the Region. Commuters can now register with Carpool Zone today at www.smartcommute404-7.ca by filling out a simple questionnaire regarding their daily commute on relevant details such as time, origin and destination. Commuters can also add various preferences to help them find the right people to share their commute. Preferences include specifying second languages spoken, smoking/non-smoking, music, and gender. The system then searches the database to find the closest possible match by using precision mapping technology. The system also has built-in privacy measures to ensure that personal information is confidential until both users confirm interest in forming their carpool.

“This program is the culmination of several years of planning and action,” said Smart Commute 404-7 Chair, Philip Gunn, of GWL Realty Advisors. “Carpool Zone also complements our other initiatives such as our program to promote Smart Commute Choices that include walking, running, rollerblading, biking, riding a bus or GO Train, ride sharing through Carpool Zone, flex-time work (that allows staff to travel at non-peak times) working a compressed workweek and working from home.”

The Advisory Committee of Smart Commute 404-7 includes representation from GWL Realty Advisors, The Sheraton Parkway Hotel, Marshall Macklin Monaghan, JJ Barnicke Limited, Seneca College, iTrans Consulting Inc., IBM Canada, Municipal Councillors from the Towns of Markham and Richmond Hill, as well as the Chief Executive Officers of the Richmond Hill Chamber of Commerce and Markham Board of Trade.

For more information about Carpool Zone and the Smart Commute, visit the website: www.smartcommute404-7.ca or contact:

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