



**F O R I M M E D I A T E
R E L E A S E**

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SUNTRAN.COM WINS HERMES CREATIVE AWARDS

TUCSON, Ariz. – Sun Tran’s new website is the recipient of three 2007 Hermes Creative Awards from the Association of Marketing and Communication Professionals (AMCP). Suntran.com received platinum honors for the overall website, gold for the design of the website, and honorable mention for the home page’s design and overall appeal.

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. These awards recognize outstanding work in the industry by marketing and communication professionals.

“Sun Tran is honored to be recognized for our new website,” said Katrina Heineking, General Manager of Sun Tran. “Our goal was to create a site that’s user-friendly and encourages more and more people in the community to access information about our services on the web. To win these awards is a wonderful bonus.”

Sun Tran’s new website features online trip planning, a commute cost calculator, and extensive information to ensure success while riding the system. Prior to launching the site, Sun Tran conducted focus groups with numerous individuals in the community to ensure the site was easily navigated and accessible by those with visual impairments.

This year, the AMCP received 3,500 award entries from throughout the United States and several other countries.

Sun Tran is Tucson’s award winning regional public transportation system, which is operated by Professional Transit Management, Ltd. (PTM), under contract with the City of Tucson. With more than 520 employees, 38 fixed routes and a fleet of 199 buses, Sun Tran’s mission is to provide safe, reliable, well maintained and cost effective public transportation with a team of innovative and diverse employees, dedicated to our customers, the environment and the community.