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Press Release

July 14, 2008

NYC Transit

IMMEDIATE

### EasyPayXpress MetroCard® Reduces Buy-in Amount to \$40

[Download Brochure \(PDF\)](#)

After a successful launch, the EasyPayXpress MetroCard is providing even more incentive to join, by reducing its minimum account balance from \$50 to \$40. EasyPayXpress MetroCard is a Pay-Per-Ride MetroCard that automatically refills itself.

Originally designed with Express Bus riders in mind, EasyPayXpress MetroCards are proving popular among riders who use the subway and local buses. While the majority of trips taken with EasyPayXpress MetroCard are express bus trips, riders' use of the card for exclusively local subway and bus trips has grown from 13 percent in June 2007, to 33 percent in June 2008.

"This program is one of the best kept secrets in New York City," says Paul Fleuranges, VP of Corporate Communications at MTA NYC Transit. "With the reduced buy-in amount and the way it conveniently absorbs the 15% bonus, EasyPayXpress MetroCard is a great advantage for New Yorkers on the go."

As of June 30th, there were 7,427 active EasyPayXpress accounts. Of those 2,911 signed up for the program following the March 2nd, 2008 fare change, taking NYC Transit up on its offer to help riders avoid a left over balance on their MetroCards with the change in bonus from 20-percent to 15-percent.

Signing up for EasyPayXpress is simple and convenient. Customers simply link a debit or credit card to their EasyPayXpress MetroCard account, so they never run out of rides. With EasyPayXpress:

- No more waiting in line at vending machines or station booths.
- No more worrying about leftover balances on pay-per-ride cards: it never runs out of rides.
- No loss to the customer if the card is lost or stolen.
- No more multiple card purchases-customers sign up once and never think about it again. The card is good for two years.
- Account balances can be viewed online at any time.

When customers apply online for the card, MTA NYC Transit will now charge \$40 to their credit or debit card in order to fill the EasyPayXpress MetroCard account. Plus, they'll receive the 15% bonus, so the card starts off with \$46 in value. The EasyPayXpress MetroCard works like any other Pay-Per-Ride card, except users never have to worry about running out of rides. When the card balance reaches \$30, it triggers an automatic \$40 refill.

Customers can apply for EasyPayXpress MetroCard by visiting [www.mta.info](http://www.mta.info). Once they link the EasyPayXpress account to a credit or debit card, they can begin using the card as soon as it arrives in the mail. Easy Pay. It's the Easy Way.