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Press Release

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LIRR

IMMEDIATE

LIRR Launches Online Sweepstakes for The Barclays PGA TOUR

LIRR teams up with CooCoo for Mobile LIRR Ticketing for The Barclays Event

The MTA Long Island Rail Road, Barclays PGA and CooCoo, the Long Island technology firm, announced today the LIRR's special online sweepstakes for the upcoming Barclays PGA TOUR at Bethpage Black August 21-26. Prizes to be awarded in the sweepstakes include an iPad and tickets to the PGA Tour. In launching the sweepstakes, the LIRR and CooCoo also announced the debut of a new mobile LIRR ticketing service developed specifically for the purchase of rail tickets for travel to and from The Barclays event at Bethpage State Park in Farmingdale. As an added convenience, LIRR customers buying mobile LIRR tickets through CooCoo for The Barclays are automatically entered into the sweepstakes.

The LIRR's Barclays PGA sweepstakes is open to all, and entries must be received by August 15. The first prize is an Apple iPad (current generation), courtesy of CooCoo. Five second prize winners will receive a pair of tickets to The Barclays PGA TOUR for Sunday, August 26 - courtesy of The Barclays. Two third prize winners will each get a pair of tickets to Spiderman on Broadway (donated by the show).

The [sweepstakes entry form](http://wx3.lirr.org/lirr/getaways/BarclaysGolf/), if you haven't purchase your rail ticket through CooCoo's mobile LIRR ticketing, is available at <http://wx3.lirr.org/lirr/getaways/BarclaysGolf/>.

For sweepstakes contest rules visit the [LIRR Barclays Online Sweepstakes Contest Rules](http://mta.info/lirr/getaways/BarclaysGolf/BarclaysGolfSweepstakesRules.htm) at <http://mta.info/lirr/getaways/BarclaysGolf/BarclaysGolfSweepstakesRules.htm>.

Up to 35,000 golf fans are expected daily at Bethpage and as many as one-third will take the LIRR to and from the Barclays Tournament to see the top 125 PGA players compete for \$8 million in prize money. The event kicks off on Tuesday, August 21. The Long Island Rail Road will be providing extra, half-hourly train service to Farmingdale Station beginning Thursday, August 23 - the first day of competition - and running through the end of the tournament on Sunday, August 26, days when the largest crowds are expected.

Peter Mele, executive director of The Barclays said: "We are so pleased with the partnership with MTA Long Island Rail Road. The additional service will ensure that fans have the best experience coming to and from our event. We expect record crowds will attend to watch the PGA TOUR's best and encourage everyone to take advantage of the LIRR as a convenient and quick way to get to Bethpage."

Buying LIRR tickets through CooCoo

With the LIRR / CooCoo mobile ticketing, LIRR customers, for the first time, will receive their train tickets via email - enabling them to print out the bar-coded ticket or store the image on their smart phone for presentation to LIRR staff at Farmingdale Station, where riders' tickets will be validated with a handheld bar-code reader. Fans will then board PGA courtesy buses at Farmingdale for the short ride to Bethpage State Park and its famed Black Course, known for uphill fairways and long-distance pars that make it one of the toughest golf venues in the nation.

LIRR President Helena E. Williams said: "We encourage fans to avoid potential lines at Penn and at other stations and buy their LIRR tickets in advance online via CooCoo. The LIRR is already the most hassle-free way to reach Bethpage via our Farmingdale station. This mobile ticketing option makes it even easier to use the LIRR to get to the tournament."

Ryan Thompson, co-founder of CooCoo, said: "This system is the first live mobile ticketing solution offered by a major transit agency in the United States. The Long Island Rail Road is at the forefront of the biggest change in transit technology in years. Consumers are demanding the convenience of purchasing tickets through mobile devices and on the web and forward-looking mass transit operators are meeting that demand in creative ways like the PGA event."

Round trip tickets to Farmingdale can be purchased directly at www.CooCoo.com/lirrtickets or through the MTA web site by going to www.mta.info/lirr/getaways/LongIsland/BarclaysGolf.htm.

CooCoo's iPhone or Android apps can be downloaded at <http://www.CooCoo.com> for real-time train and bus schedules.

LIRR tickets purchased online via CooCoo are good only for the specific day specified on the ticket. They cannot be used for travel on the LIRR at any other time or to reach any other destination other than the Farmingdale LIRR Station.

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