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Press Release

July 23, 2012

LIRR

IMMEDIATE

Buy Long Island Rail Road Tickets Online for The Barclays at Bethpage Black

Pilot Program Lets LIRR Customers Print Rail Tickets at Home or Office for 1st Time Via CooCoo Service; The LIRR is Best Way to Get to The Barclays PGA TOUR Event August 21-26

LIRR customers for the first time will be able to buy their train tickets online and print them out or display their bar-coded tickets on a smart phone under a new pilot program and partnership between the LIRR and the Long Island technology firm CooCoo. LIRR President Helena E. Williams announced today.

The debut of this online service will be specifically for the purchase of LIRR tickets for travel to and from The Barclays PGA TOUR Event at Bethpage State Park in Farmingdale Tuesday, August 21 through Sunday, August 26 and that event only.

"For the first time in the history of the LIRR, our customers will be able to buy their train tickets online and print them out at their home or office for The Barclays event," said Williams. "They also can simply download an LIRR ticket to their smart phones. This pilot program offers great customer convenience and allows the LIRR to test out the CooCoo technology during the six days of The Barclays event."

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."

CooCoo is no stranger to LIRR customers. The company, based in Huntington, L.I., has been providing real time train arrival and departure times via text message to Long Island Rail Road riders since 2010.

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.

Once the online purchase is made, customers will receive their train tickets via email, enabling them to print out the barcoded 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 barcode-reader. Fans will then board PGA courtesy buses 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.

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.

They can also download CooCoo's iPhone or Android apps at <http://www.CooCoo.com> and get real-time train and bus schedules.

In addition, LIRR personnel will be on hand at Bethpage Park, at the Farmingdale LIRR station and at Penn Station with hand-held Ticket Issuing Machines that will enable LIRR customers to purchase train tickets using credit-debit cards.

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.

"We encourage fans to avoid potential lines at Penn and at other stations and buy their LIRR tickets in advance online via CooCoo," said Williams, "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."

powered by CooCoo



The smartphone screen shows the LIRR ticket app interface. At the top is the MTA Long Island Rail Road logo. Below it, the text 'THIS IS YOUR TICKET' is displayed in green. The ticket details include 'Penn Station 1' and 'Farmingdale 7'. A vertical yellow bar on the left contains numbers 1 through 7, with the number 1 highlighted. To the right of this bar is a QR code. Further right, the text 'Adult One Way Off Peak \$ 8.25 1 of 2' is shown. Below the QR code, the 'Ticket Number: 34R4A' is displayed. At the bottom, it states 'Valid On August 23rd Only' and 'Valid for travel on LIRR to The Barclays Golf Tournament'. The CooCoo logo is at the very bottom of the screen.

MTA Long Island Rail Road

THIS IS YOUR TICKET

Penn Station 1
Farmingdale 7

1
2
3
4
5
6
7



Adult
One Way
Off Peak
\$ 8.25
1 of 2

Ticket Number: 34R4A

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Valid for travel on LIRR to
The Barclays Golf Tournament

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