



Greyhound Lines, Inc. and Student Advantage reach five-year accord

Contract extends exclusive Student Advantage Cardholder discounts for five-year period and creates integrated online and offline marketing program

Wednesday, November 29, 2006

Boston, Massachusetts: Student Advantage, LLC and Greyhound Lines, Inc. today announced a five-year extension to their 10-year-old partnership. Student Advantage is the nation's leading student discount provider for the college market. Greyhound is North America's largest provider of intercity bus transportation, serving more than 1,600 destinations in the United States.

The agreement allows Student Advantage Cardholders to save 15% on Greyhound fares, plus 50% on Greyhound PackageXpress (GPX) shipments. The relationship provides college students the ability to conveniently purchase Greyhound tickets with their Student Advantage discounts both online and offline through a fully integrated marketing program. As part of the agreement, students will be able to purchase co-branded Greyhound Student Advantage Cards at more than 300 Greyhound locations, as well as through the company's website, www.greyhound.com.

"Student Advantage Cardholders traveled more than 30 million Greyhound miles last year," says Ted Burk, Vice President of Operations, Greyhound Lines, Inc. "College students represent a very valuable market segment for us, and the Greyhound Student Advantage Card provides us with a turnkey vehicle to reach them. We are pleased to help students with tight travel budgets save with Student Advantage."

"Greyhound, as a category leader, provides Student Advantage with a significant and exclusive discount," says Amy Barkan, Director of Partnership Development, Student Advantage. "This new five-year commitment allows Greyhound and Student Advantage to considerably grow our partnership by exploring new online channels and enhancing in-station programs. We are glad to continue this crucial partnership in our travel category."

Student Advantage Cards can be purchased at participating Greyhound terminals, or online at www.greyhound.com, for \$20 plus shipping and handling. The Student Advantage discount applies only to college students in the United States. For more information on the Student Advantage Card, call 1.800.333.2920 or visit www.studentadvantage.com.

About Greyhound Lines, Inc.

Greyhound is North America's largest provider of intercity bus transportation, serving more than 1,600 destinations with more than 10,000 daily departures in the United States. The company also provides Greyhound PackageXpress (GPX), as well as charters, sightseeing, and shore services. For fare and schedule information, and to buy tickets, call 1.800.231.2222, or visit www.greyhound.com.

About Student Advantage, LLC

Student Advantage, LLC is a leading discount service focusing on the higher-education market. Student Advantage works with hundreds of colleges, universities, campus organizations, corporate partners, and more than 20,000 discount locations to develop products and services that drive value, savings, and convenience, enabling students to make purchases less expensively around campus, across the country, and online. The company reaches its consumer base offline through the Student Advantage Discount Card, and online through its studentadvantage.com website. Student Advantage, LLC is a wholly-owned subsidiary of The CBORD Group, Inc.

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