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***EZ-Reload* Convenience in SMRT Taxis**

Auto top-up with EZ-Reload when making payment with the new ez-link card onboard SMRT Taxis

SINGAPORE, 21 October 2009 – Customers on SMRT Taxis will now be able to use *EZ-Reload*, an auto top-up service which enables them to use their new ez-link cards to pay for their taxi fares without having to worry about insufficient card value. All SMRT Taxis are equipped to facilitate *EZ-Reload* for new CEPAS-compliant ez-link cards.

SMRT Taxis Vice President Mr Lo Chee Wen said, *“Our latest collaboration with EZ-Link explores an innovative way to improve our services and enhance customer experience. The EZ-Reload function offers our customers a hassle-free and convenient method of cashless payment, without the worry of insufficient funds. Since the launch of payment by ez-link cards last year, our customers have told us that they regularly use their ez-link cards to pay for taxi rides as it is very convenient”*.

SMRT was the first taxi operator to introduce taxi fare payment by ez-link cards in December 2008. Customers do not have to pay an additional fee for each transaction as the administrative charge has been waived until 2010. With the new *EZ-Reload* facility, the user's new ez-link card is linked to a credit, charge, debit or bank account, enabling a pre-selected top-up value of either \$20, \$30, \$40 or \$50 to automatically be added to the card when the card balance is insufficient for the transaction value needed. With the adoption of the *EZ-Reload* auto top-up facility, travelling by SMRT Taxis is made easier for customers.

“EZ-Reload makes going around town so much easier whether you are a motorist who needs to pay for your Electronic Road Pricing payments, a commuter who uses bus and SMRT trains, or now a customer of SMRT Taxis. With EZ-Reload you need not worry about having insufficient funds in your ez-link card as you will always have enough value in your card,” said Nicholas Lee, Executive Director of EZ-Link Pte Ltd.

Cardholders of ez-link can visit http://www.ezlink.com.sg/consumer/consumer_auto.jsp to find out more about *EZ-Reload*.

About EZ-Link Pte Ltd

A subsidiary of the Land Transport Authority, EZ-Link Pte Ltd was formed on 8 January 2002. Its core business is the clearing and settlement of all ez-link card transactions generated in transit and non-transit (retail/merchant) environments, as well as the sale, distribution and overall management of ez-link cards. Prior to CEPAS, EZ-Link had issued over 10 million ez-link cards. To date, the company has sold and replaced over 5.8 million new ez-link cards which are CEPAS-compliant. This is in tandem with the



government's plan to promote cashless payments in Singapore. In line with this vision, the new ez-link card is now also accepted as a mode of payment for Electronic Road Pricing (ERP) and soon at carparks fitted with the Electronic Payment System (EPS) when used in the 2nd Generation In-vehicle Unit (2GIU).

EZ-Reload was first launched in 2003, as Auto Credit card Top-up service, in July 2009 it has been rebranded as *EZ-Reload* to offer a wider range of sources of funds to top-up the new adult anonymous ez-link cards which are CEPAS-compliant. They now include bank accounts, charge accounts, credit and debit card accounts. EZ-Reloads are also expanded to occur whenever there are insufficient funds in your card to make payments for transit, such as buses, trains and SMRT taxis, as well as at selected EZ-Link merchants.

EZ-Link also introduced the FEVO card in 2009, marking the first time in Singapore that a non-bank entity is authorized to issue a pre-paid card that offers its customers an innovative payment option which has the convenience of a reloadable stored-value card that is accepted at over 28.5 million retailers and merchants around the world. For more information, please visit www.ezlink.com.sg

About SMRT Taxis

SMRT Taxis is the wholly-owned subsidiary of SMRT Corporation Ltd, Singapore's premier multi-modal transport service provider. With its fleet of more than 2,600, SMRT Taxis offer a wide selection of vehicles, from environmentally-friendly taxis powered by compressed natural gas, to London cabs, large capacity multi-purpose vehicles and luxurious Chrysler taxis, to serve the needs of every commuter.