



Albertsons Retail Marketing Agreement

September 12, 2013



Albertsons Retail Marketing Program

- **Transponder distribution through retail marketing**
- **Introduction to local, neighborhood retail outlets**
- **Positive outcomes**
 - Increase FasTrak[®] penetration
 - Increase FasTrak awareness
 - Increase *The Toll Roads* presence
 - Increase customer convenience
 - Increase marketing opportunities



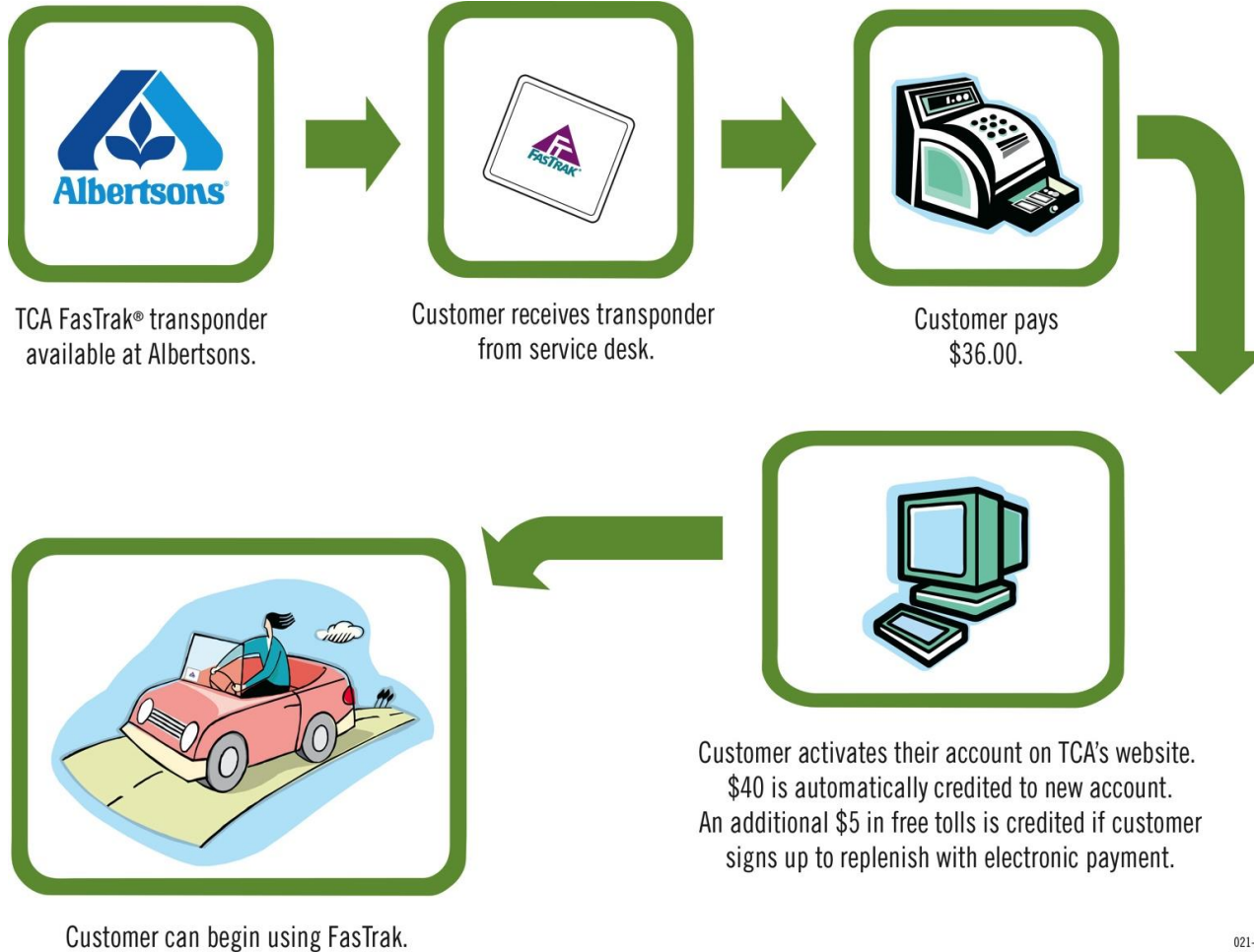
Sales Presentation

- **One TCA Transponder**
- **Information Booklet**
 - Registration instructions for establishing an account
 - FasTrak License Agreement
 - The Toll Roads Privacy Policy
 - and more — Toll Road map, Mobile App info, FAQs
- **Mounting Strips**





Customer Experience



021-13

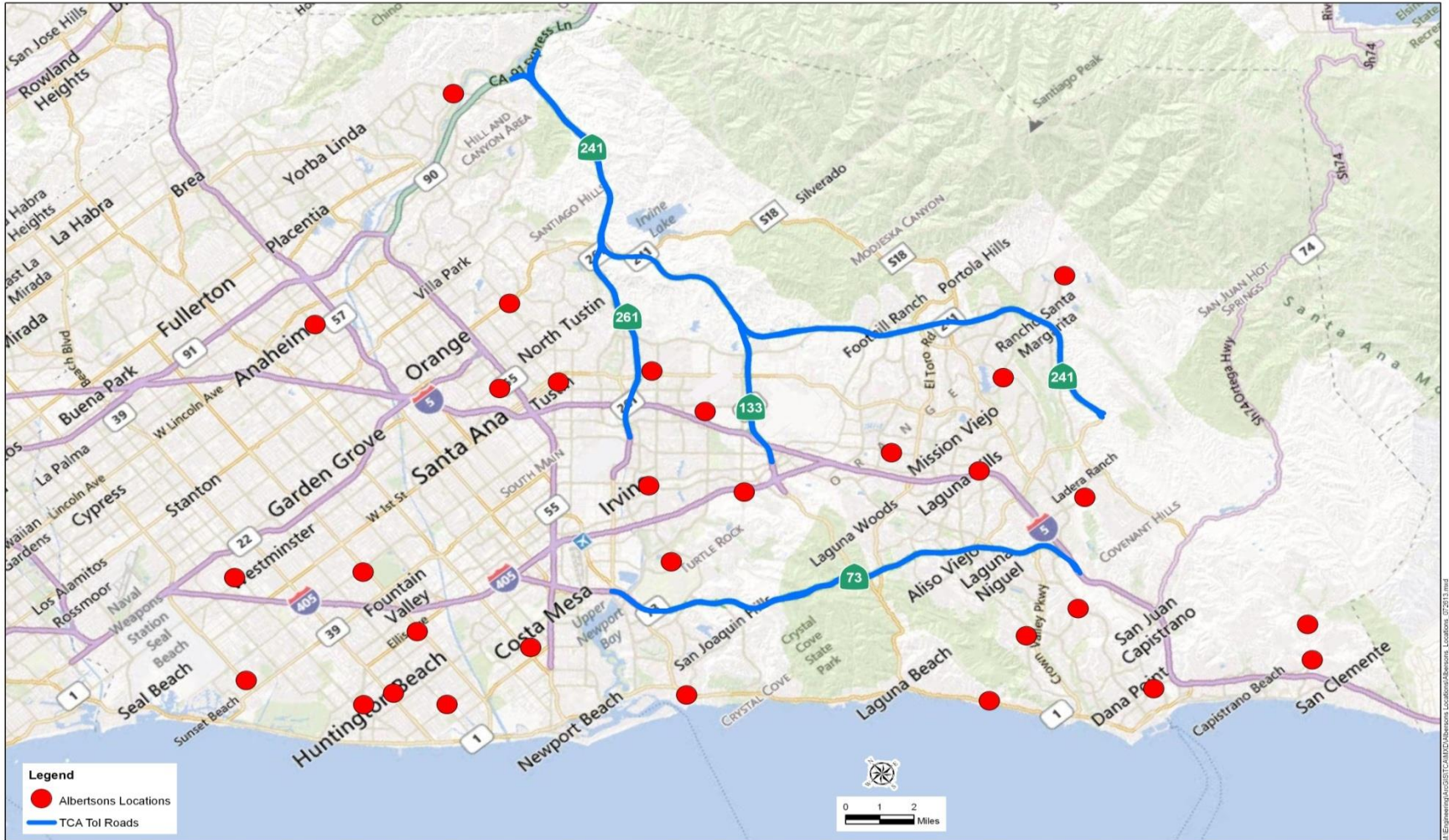


Albertsons Stores

■ 30 Locations:

- Anaheim
- Corona Del Mar
- Costa Mesa
- Dana Point
- Fountain Valley - Brookhurst (2)
- Huntington Beach - Bolsa Chica
- Huntington Beach – Yorktown
- Huntington Beach – Beach
- Huntington Beach – Atlanta
- Irvine - Alton
- Irvine - Campus
- Irvine – Irvine
- Irvine – Quail Hill
- Irvine – Jeffrey
- Ladera Ranch
- Laguna Beach
- Laguna Niguel – Golden Lantern
- Laguna Niguel – Alicia
- Lake Forest
- Mission Viejo - Muirlands
- Mission Viejo - Alicia
- Orange
- San Clemente – Avenida Pico (2)
- Santa Ana
- Trabuco Canyon
- Tustin
- Westminster
- Yorba Linda

Surrounding Store Locations



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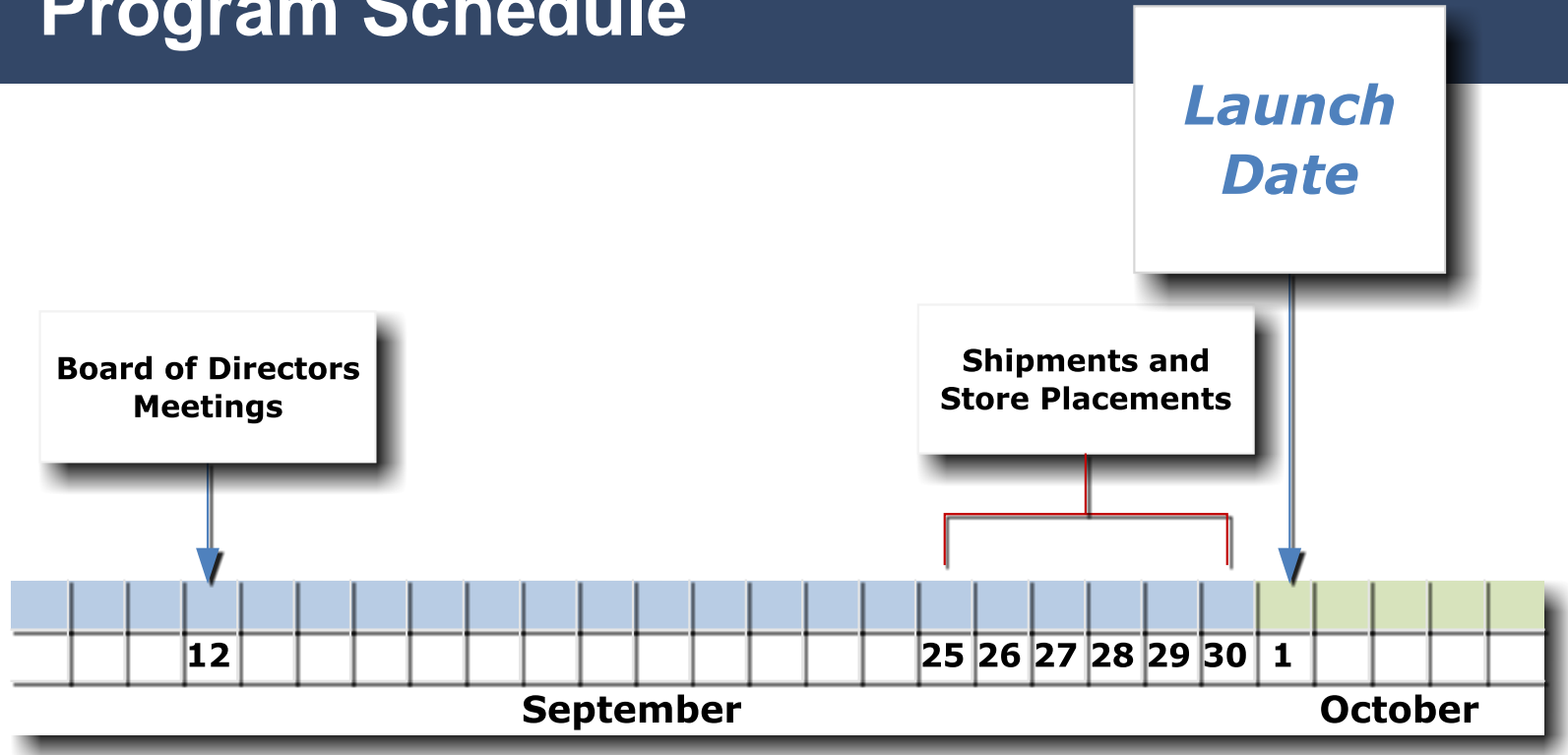
FasTrak Enrollment Venues

	Customer Service Center(s)*	Website	Mobile	Costco	AAA	Albertsons	Walgreens	Safeway
The Toll Roads	✓	✓	✓	✓	✓	✓		
I-15 Express Lanes & South Bay Expressway	✓	✓		✓				
Bay Area Toll Authority	✓	✓		✓			✓	✓
Metro Express Lanes	✓	✓		✓	✓	✓		
91 Express Lanes	✓	✓			✓			

* Two Service Centers: The Toll Roads, 1-15 & South Bay, and Metro



Program Schedule



Marketing includes:

On-road handouts

TCA website

Planter signs

Seasonal *gift* promotion

In-store signs