



**FOR IMMEDIATE RELEASE**

**Press Contact:** Charles Kim  
TransitCenter, Inc.  
646-746-0276  
ckim@transitcenter.com

## **TransitCenter, Inc. Named Winner in Fourth Annual Paybefore Awards**

**New York, NY, January 21, 2010** – Paybefore has chosen the TransitChek<sup>®</sup> Card, a prepaid Visa<sup>®</sup> card, as a Paybefore Awards winner in the Best Business/Corporate-Funded Program: Transit. Paybefore Awards, now in their fourth year, are the most prestigious recognition of excellence in the worldwide prepaid and stored value card industry. They are presented annually by Prepaid Media, whose Paybefore publications are the leading source of industry information for the global prepaid community.

“We are proud and honored to receive the Paybefore Award and recognition for the success of the TransitChek Prepaid Visa Card,” said Daniel M. Neuburger, President and CEO of TransitCenter, Inc. “The TransitChek Card provides tax-free savings to commuters nationwide as part of our TransitChek commuter benefit program. The Card has made it easier and more convenient for our customers to use their tax-free dollars to pay for transit, which is significant to our mission of encouraging transit ridership as a way to reduce traffic congestion and improve air quality for everyone.”

TransitCenter’s TransitChek Card was selected by a panel of five industry experts who served as judges for this year’s competition. A record number of entries from around the world were received.

“Paybefore applauds the leaders in our industry who are applying the flexibility and appeal of prepaid to innovate on behalf of consumers, governments and businesses,” said Marilyn Bochicchio, Paybefore CEO and chair of the judging panel.

TransitCenter has distinguished itself in a tough field of competition,” she continued. “We are proud to recognize its contributions to advancing the use of prepaid products.”

The *TransitChek<sup>®</sup> Card*, a prepaid Visa<sup>®</sup> card, a proprietary product of TransitCenter, was launched in September 2006. It is the nation’s first anonymous prepaid card designed specifically for commuter benefits. The *TransitChek Card* was created with both companies and their commuting employee population in mind. The *Card* is IRS compliant and offers greater flexibility and convenience.

The TransitChek Card now will vie for best-in-category distinction, which will be announced during the Paybefore Awards ceremony on Feb. 22 at the Prepaid Expo USA ([www.prepaidexpousa.com](http://www.prepaidexpousa.com)).

**About TransitCenter:** *TransitCenter is a nonprofit organization whose mission is to advocate for greater use of mass transit in order to reduce traffic congestion and improve air quality. TransitCenter engages in a wide variety of activities in support of transit. We are the pioneer and leading national provider of tax-free commuter benefits through our TransitChek<sup>®</sup> programs. We advocate at the federal, state and local levels for the greater use of and support for transit. Through education and awareness activities, we also promote the essential benefits of transit, foremost among them making communities better places – and more sustainable places -- to work and live.*

**About Paybefore:** Paybefore is the leading information provider to prepaid and stored value industry professionals, offering the latest news, commentary and analysis. Paybefore's family of industry publications include: Paybefore.com™, a searchable online information portal; Paybefore News™, daily news briefs delivered electronically; Paybefore News International™, a weekly compilation of prepaid news and events from outside the United States; Paybefore Update™, a downloadable newsletter delivered 20 times a year; Paybefore Legal™, a downloadable newsletter covering the legislative, regulatory and judicial developments in prepaid, as well as feature articles by leading attorneys in the field; Paybefore Magazine™, a biannual print publication highlighting the best of Paybefore; and Paybefore Buyer's Guide™, available online and in print. Visit us at [www.paybefore.com](http://www.paybefore.com).

###