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March 5, 2003

New program offers savings on dining, shopping and entertainment

DART Delivers Even More Value with Destination Deals

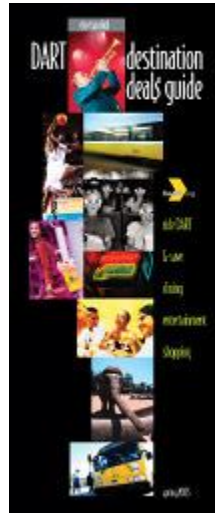
DART customers are getting something extra for the price of their ticket or pass - great values at stores, restaurants and attractions offering **DART destination deals**.

Hundreds of establishments have joined DART's new **destination partner** program to offer discounts and other money-saving deals to anyone with a valid DART ticket or pass. Participating locations can be identified by a Destination Deals decal in their window.



"It's hard to beat the great transportation value of taking DART to work, shopping and entertainment destinations," said Gary Thomas, DART President/Executive Director. "But with **DART destination deals**, our customers get even more for their money."

Great Deals Abound in the DART destination deals guide



The newly published **DART destination deals guide** provides a comprehensive list of restaurants, shops, museums, theaters and other entertainment venues located within a quarter-mile of one of the 34 DART Rail stations, or along a Trolley-Bus or streetcar route connected to a station. The guide is organized into sections for each station, and establishments offering **destination deals** are highlighted for easy reference, along with their specific offers.

From dining to entertainment to shopping, everyone can find a **destination deal** to enjoy. Restaurant deals include free appetizers, desserts and drinks; buy-one, get-one free entrées; and discounts ranging from 5% to 20%. Entertainment offerings include discounts at museums, movie houses, live theater performances, bowling and skating centers and the Dallas Zoo. Merchandise discounts are available for antiques, artwork and eyewear; flowers, fashion, film processing and furniture; shoes, salon products and much, much more.

"We're excited about the enthusiastic response businesses have given to **DART destination deals**," said Sue Bauman, DART Vice President, marketing and communications. "The people who operate restaurants, shops and attractions along our rail lines know that our riders are a ready-made, receptive market for their products and services. As a result, they're eager to partner with us."

Scheduled for publication every six months, the **DART destination deals guide**, is available on DART trains and at DART transit centers, transfer locations, park & ride locations, downtown Dallas DART Stores and at participating **DART destination** locations. Updates, additions and revisions to the guide are available online at DART.org.

Any dining, retail or entertainment establishment wishing to be included in the next **DART destination deals guide** update can call DART at 214-749-2661. All listed destinations must meet DART guidelines for guide inclusion.

