

Dear International Bridge Customer:

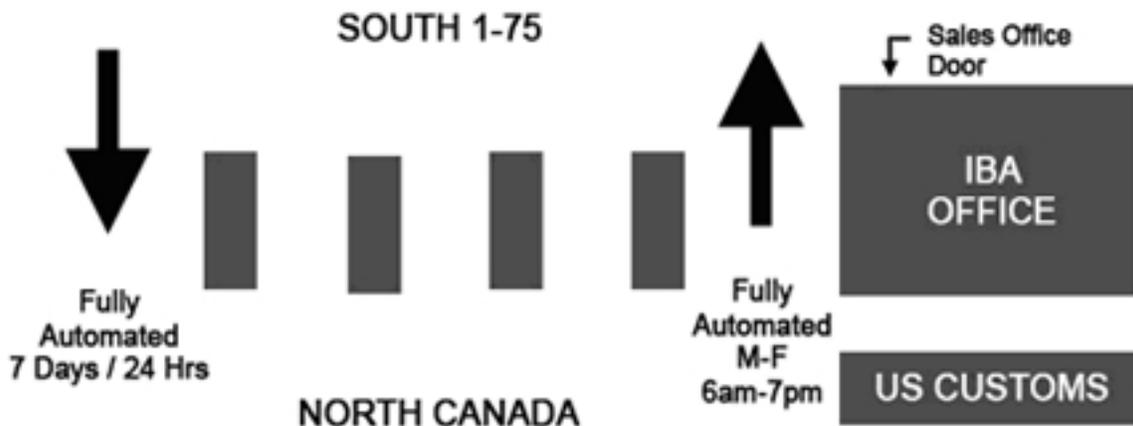
The International Bridge Administration (IBA) will be introducing an upgraded version of the IQ Card, the IQ Prox Card.

The enhanced card will use close proximity radio frequency technology to allow automated toll lane transactions. The outside lanes, both northbound and southbound, will be completely automated; all other lanes will have the new technology, but will still be staffed by a toll attendant (please see diagram below).

Here are the highlights:

- Sales of the Prox Card will begin on Monday, July 23, 2007, in the IBA sales office, Monday through Friday, 7 a.m. – 3 p.m. (Please see diagram below)
- Prox Card lanes will be activated and ready for customer use at 6 a.m., Monday, July 30, 2007
- There will be a one-time fee for each Prox Card; \$5 U.S., or \$6.25 Canadian (the fee is the cost of the card to the IBA)
- Customer deposits for additional trips remain the same as the standard I.Q. Card. Please purchase additional trips at a booth with a toll attendant.
- The main reason for this change is to speed up processing time for our commuter customers
- This will provide cost efficiencies through reduced wear and tear on the current IQ Card readers and will free up toll staff for other functions

If you have questions about the introduction of this new system, please feel free to stop by the IBA office, or call (906) 635-5255, extension 115, or, from Canada, (705) 942-4345, extension 115, or visit our Web site at www.michigan.gov/iba.



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