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For Immediate Release
August 4, 2015

Citi to Become Title Sponsor for Jersey City's Bike Share Program

Additional sponsors include Horizon, SUEZ North America, CarePoint, and Jersey City Medical Center – Barnabas Health

Program will create new, affordable transportation option for Jersey City and be interoperable with New York City's Citi Bike program

Jersey City -- Mayor Steven M. Fulop and Jay Walder, President & CEO of Motivate, today announced sponsors for Jersey City's new bike share program launching in September. Citi will be the Title Sponsor, and the bike share program will be named Citi Bike. Citi Bike Jersey City and Citi Bike New York will be interoperable programs, meaning membership to one will entitle riders to the same usage in sister market. Four additional organizations– the Horizon Foundation for New Jersey, SUEZ North America, CarePoint Health and Jersey City Medical Center–Barnabas Health have been named Founding Sponsors. The program's website www.citibikejc.com launched today as well.

As part of the sponsorship agreements the Title Partner will have their name integrated into the program and exclusive branding on all bikes. The Founding Partners will have customized benefits that include recognition and advertising at designated stations, recognition on the website and in program materials, and community based events.

The program will launch with 350 bikes at 35 stations, providing a new, environmentally friendly, healthy and affordable 24/7 transportation option for Jersey City. Jersey City has added 22 new miles

of bike lanes over the past two years and bike share represents the next big step in creating a more bike-friendly city.

"Jersey City is a diverse community with residents who largely use bikes, mass transit or walk to work and the city's culture and vibrancy make it the perfect place for bike share," said Mayor Fulop. "We know what a huge success our bike share program will be and want to thank Citi, the Horizon Foundation, SUEZ North America, CarePoint, and Jersey City Medical Center-Barnabas Health for joining the initiative as they recognize the benefits this will provide the community."

"We appreciate the dedication of Mayor Fulop, Citi, the Horizon Foundation, SUEZ North America, CarePoint, and Jersey City Medical Center-Barnabas Health to bringing a regionally integrated bike share program to Jersey City," said Jay Walder, President and CEO of Motivate. "Citi Bike has already proven to be wildly popular in New York City with over 19 million trips in a little over two years. We're now expanding the reach, making bike share a seamless part of the region's transportation network."

"When we took steps to help make the Citi Bike program a reality in New York, we had high hopes for it, but we never imagined it would have this kind of impact on people's lives," said Elyse Lesley, Managing Director, Citi U.S. Consumer and Commercial Banking and CitiMortgage. "Today, we are thrilled to join Mayor Fulop and Motivate to help introduce the program in Jersey City and bring there the wide-ranging benefits of this sustainable, healthy and convenient service."

"The Horizon Foundation for New Jersey is proud to be a Founding Sponsor and join Mayor Fulop in fulfilling his vision to bring New Jersey's first bike share program to Jersey City," said Robert A. Marino, Chairman, Horizon Foundation for New Jersey and Chairman and CEO, Horizon Blue Cross Blue Shield of New Jersey. "Horizon cares about improving the health of the residents in the diverse communities we serve, so promoting physical activity through an innovative bike share program will encourage residents and visitors to get their fitness routine into gear."

"Teaming up with Mayor Fulop and the City of Jersey City to deliver a bike-share program was an easy decision for SUEZ North America," said Bertrand Camus, CEO of SUEZ North America. "As an environmental company, we strive to support initiatives that will help people think "green" and encourage them to lead a healthier lifestyle for themselves and the planet."

"As a member of the Jersey City Community we are proud to be a founding sponsor of Citi Bike," said CarePoint Health System CEO Dennis Kelly. "With a large number of our employees living and working here, we are excited to help improve the quality of life in the city we call home."

"Jersey City Medical Center is proud to be a sponsor of the Jersey City Bike Share program and to have a bike docking station on our campus. Bike riding will help reduce traffic congestion and car emissions

and, at the same time, provide a healthy transportation alternative," said Joseph F. Scott FACHE President and CEO – Jersey City Medical Center, a Barnabas Health facility. "At Barnabas Health, we believe 'Life is better healthy.' This program encourages exercise, an important component of our mission for healthier lifestyles. We thank Mayor Fulop for bringing Bike Share to Jersey City and, as a Jersey City resident, I look forward to taking part in this easy and convenient means of transportation."

Membership sign-ups start August 5th at www.citibikejc.com. Members who sign up before opening day will have access to the program in New York City immediately and ride in Jersey City on the system's opening day. Pricing across New York and New Jersey will be the same, with an annual membership cost of $149. Members are entitled to unlimited use of the system for individual bike trips of up to 45 minutes. Members using the Citi Bikes for longer periods will be charged a graduated fee. There also will be options for day and weekly memberships.

Corporate memberships are also available. Any Jersey City employer that signs up by October 1st will be designated a charter member, with the opportunity to extend a 50% or 100% subsidy to every employee. More information is available by emailing marketing@citibikejc.com.

The Citi Bike program now joins other regional bike share networks including Hubway, Capital Bike Share and Bay Area Bike Share in providing a transportation network that serves residents across municipal boundaries with one single, seamless membership. Citi Bike in the New York / New Jersey area is the largest bike share program in the United States and one of the largest in the world. Citi Bike riders have taken over 19 million trips on the program in New York since it launched in May 2013.

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About Motivate

Motivate is a global leader in bike share. A full-service bike share operator and technology innovator, Motivate works to re-envision how people experience and move around cities. Motivate currently manages all of the largest bike share systems in the United States and many of the largest systems in the world, including Bay Area Bike Share (California Bay Area), Citi Bike (New York), Divvy (Chicago), CoGo Bike Share (Columbus, Ohio), Capital Bike Share (Washington, D.C.; Arlington and Alexandria, Va.; and Montgomery County, Md.), Hubway (Boston, Somerville, Cambridge and Brookline, Mass.), Pronto (Seattle), Bike Chattanooga (Tenn.), Bike Share Toronto and Melbourne Bike Share in Australia as well as Bay Area Bike Share. Motivate's newest system is Citi Bike Jersey City, N.J., that will be compatible with New York City's Citi Bike program.

Images

Fig 1: Citi Bike Jersey City Station Renderings

Fig 2: Image of a Citi Bike