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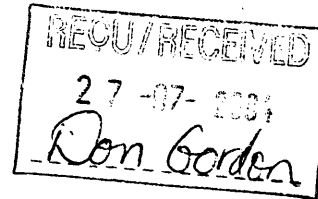


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July 13, 2004

Mr. Bill Fisch
Regional Chair and Chief Executive Officer
The Regional Municipality of York
17250 Yonge Street
Newmarket, Ontario
L3Y 6Z1



Dear Mr. Fisch:

I am writing in reference to the Toronto Transit Commission's Student Discount Card Program.

By way of background, the TTC Student Discount Card has historically been limited to secondary students in full time attendance at an approved educational facility within the City of Toronto. Students who live in Toronto, but who attend full time classes at an approved school outside of Toronto, could also apply for a card.

As you may be aware, commencing January 1, 2004, the Commission launched a pilot program whereby the TTC Student Discount Fare Card offer was extended to all full-time secondary students in York Region, between 13 and 19 years of age. The pilot allows those students who live in York Region to pay student fares rather than adult fares when riding on the TTC. (Student fares are currently priced at a 33% discount in comparison to adult fares).

Based on the results of the York Region pilot, I am pleased to announce that on June 17, 2004, the Commission approved the expansion of the TTC Student Card Program on a permanent basis to the regions of York, Peel, Halton and Durham. The proposed implementation date is September 2004. As it stands now, the TTC has only one photo facility and therefore York Region students will be required to go to this location (at the Sherbourne subway station) in order to have their photos taken. The student will be required to pay \$3.25 at the time the photo is taken. The completed card will then be mailed back to the school for distribution. Once the student has the card, they can purchase TTC student fares (or deposit the student cash fare) and ride the transit system at the reduced student rate.

In late August, the TTC will send a letter to each York Region school principal, outlining the program and enclosing card application forms that may be distributed to students interested in obtaining the card. As I mentioned, there is presently only one photo facility in Toronto, and TTC Chair Howard Moscoe has asked us to investigate, as a convenience for students outside of Toronto, the possibility of each 905 region establishing a photo site. (At no cost



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In this regard, the TTC's contracted photographer could staff a temporary satellite facility on one or two Saturdays in September or, if your staff have a digital camera and p.c. at their disposal, they could simply transmit the image and student identification to the TTC's central site. The card would then be produced at our site and mailed back to the student's school for distribution. These are only two possibilities and we would be pleased to discuss any other options that may be available.

Our Customer Information Director, Roman Muetz, has had initial discussions about the matter with Ms. Rosanna Agostino of your Customer Service Department. It would be greatly appreciated if you would consider the possibility of setting up a photo site in York, and have your staff contact Mr. Muetz directly in this regard at 416-393-3806. We would like to finalize matters by the end of July.

Thank you for your interest.

Sincerely,



Richard C. Ducharme
Chief General Manager

03.42.42

Copy to: Ms. Nathalie Thivierge – Marketing Director

