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## Enrollment in MDX’s Frequent Driver Rewards Program Shatters Expectations for the Third Consecutive Year

MIAMI, Fla., March 31, 2017- For the third straight year, a record number of MDX commuters registered for the extremely popular Frequent Driver Rewards Program. For 2017 more than 84,000 of MDX daily commuters registered for this innovative program, the first of its kind in the nation. MDX created it as the agency’s free customer loyalty initiative. MDX experienced an enrollment of 36,000 customers by the end of the first week; 65,000 within the first month; and then over 84,000 customers by the close of the registration period on March 31. These customers represent more than 145,000 transponders, since customer accounts may include businesses and family members with multiple transponders.

“The 2017 program was so popular that within the first 24 hours alone, more than 12,000 customers signed up,” said Louis Martinez, Chairman of MDX. “And it continued to grow from there, more than 145,000 transponders which is indicative that it has been received as a highly popular and successful program.”

The way the program works is simple. All you have to do is register for the program between January and March, have a SunPass account that is in good standing and spend a minimum of \$100 annually on any of the five MDX expressways.

<b>SunPass Toll Rate Comparison</b>		
<b>(End To End Round Trip)</b>		
	Existing Rates	Frequent Driver Reward Program 2015-2016
<b>Gratigny (SR924)</b>	\$2.00	\$1.40
<b>Don Shula (SR874)</b>	\$2.00	\$1.40
<b>Snapper Creek (SR878)</b>	\$1.00	\$0.70
<b>Airport Expressway (SR112)</b>	\$1.40	\$0.98
<b>Dolphin (SR836) 137 Ave - 17 Ave</b>	\$4.80	\$3.36

<b>SunPass Toll Rate Comparison</b>		
<b>(Existing rates and discounted Rewards Program rates)</b>		
	Existing Rates per gantry	Rates with Frequent Driver Reward Program 2015-2016
<b>Gratigny (SR924)</b>	50 cents	35 cents
<b>Don Shula (SR874)</b>	50 cents	35 cents
<b>Snapper Creek (SR878)</b>	25 cents	18 cents
<b>Airport Expressway (SR112)</b>	35 cents	25 cents
<b>Dolphin (SR836) 137 Ave - 17 Ave</b>	70 cents mainline 30 cents on ramps	49 cents mainline 21 cents on ramps

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In the first two years, almost one-third of tolls paid by program members were refunded for those that expended at least \$100 annually. That's less than \$1.93 weekly on any of the local MDX expressways. The Frequent Driver Rewards Program makes it possible for MDX to give back any savings from the operations of the agency directly to the daily commuters, frequent users and businesses, after meeting its annual financial obligations.

“MDX is financed solely through its toll revenues, so the Agency’s Board of Directors view the refunding of efficiencies realized on an annual basis directly to the toll payer as its fiduciary obligation to its customers, said Martinez. “It’s an approach that all public or government agencies should aspire to do. “

MDX does not receive any Federal, State or local government taxes and depends on tolls paid for the use of the roads to fund improvements that make the drive faster and safer. MDX created the Frequent User Reward Program to provide relief to those commuters that drive the MDX expressways everyday by giving back any savings that are identified at the end of the year created by the efficient administration of construction, operations and maintenance of its roads. The cash back received at the end of the year by frequent customers has a resulting effect of lowering their toll rate.

Frequent Driver Rewards Program checks are expected to be mailed to qualifying members in December 2017. The program only applies to the use of MDX’s system including: the SR 112/Airport Expressway, SR 836/Dolphin Expressway, SR 874/Don Shula Expressway, SR 878/Snapper Creek Expressway, and SR 924/Gratigny Parkway.

Note: Tolls paid on Florida’s Turnpike, I-95 Express Lanes or the new Palmetto Express lanes do not qualify since these expressways are not MDX expressways.

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**About MDX**

*MDX operates and maintains five user-supported expressways in Miami-Dade County – SR 112/Airport Expressway, SR 836/Dolphin Expressway, SR 874/Don Shula Expressway, SR 878/Snapper Creek Expressway, and SR 924/Gratigny Parkway. MDX expressways are funded by toll revenue, which is reinvested back into the community and funds the construction of projects that alleviate traffic congestion, create thousands of local jobs and provide new opportunities to small and local businesses.*