

FOR IMMEDIATE
RELEASE**Date: May 9, 2003****Contact: Michele Joseph**
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Trailblazing Community Partnership Favors Sun Tran Passengers

TUCSON, ARIZONA - Starting May 12 through June 1, 2003, both Tucson-area Krispy Kreme Doughnuts stores are offering special deals to Sun Tran pass holders. According to national Krispy Kreme officials, this is the first time the company has ever forged a partnership with a public transportation system.

"We are very community driven," says Rigel Corporation's Senior Vice President Dean Leisman. "Sun Tran passengers help reduce air pollution and traffic congestion when they ride the bus. We understand and appreciate how that benefits the Tucson environment, and we want to recognize their worth. "

Rigel Corporation is the area developer for Krispy Kreme Doughnuts Corporate.

Sun Tran General Manager George G. Caria is always enthusiastic about passenger appreciation efforts. "Community partnerships like this add value to Sun Tran products and offer a direct benefit to our passengers," said Caria.

No purchase is necessary to participate in the promotion. Passengers simply have to show their Sun Tran pass to receive complimentary treats during the promotional period:

May 12 - 18 / Two free original glazed doughnuts (limit one offer per pass holder per day)

May 19 - 25 / Free refillable travel mug with coffee (limit one per pass holder while supplies last)

May 26 - June 1 / Free four-pack of original glazed doughnuts (limit one per pass holder per day)

The Krispy Kreme at El Con Mall is serviced by Sun Tran Route 8, while the store across from Tucson Mall is located along Route 61 and in close proximity to Route 16. Anyone who visits a Krispy Kreme store may register to win a Sun Tran Annual Pass and a year's supply of doughnuts at each store location.

On May 27, Passenger Appreciation Day will be hosted by Krispy Kreme at all transit centers. Details of the event are forthcoming.

For updated route and schedule information, contact Sun Tran's Customer Service Center at 792-9222 (TDD: 628-1565), and online 24 hours a day at www.suntran.com.