41,000 members / 2.5 million trips / $1.5 million in rewards / 200 sponsors

~5,500 people take a NuRide trip each day
Ridesharing Has Not Been a Technology Problem
Ridesharing is a Database Aggregation Problem

<table>
<thead>
<tr>
<th>Probability (%) of Match</th>
<th>Database Density</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find someone going my way</td>
<td></td>
</tr>
<tr>
<td>Who matches my criteria</td>
<td></td>
</tr>
<tr>
<td>Who is motivated to rideshare</td>
<td></td>
</tr>
<tr>
<td>right now!</td>
<td></td>
</tr>
</tbody>
</table>
Sharp Increases in Gas Prices Periodically Provide Motivation
Daily cost to drive to work

Jan 27, 2008 - $17.39
Jun 30, 2008 - $19.64

36%

13% ($2.25)

Gas prices

Cost of daily commute

Demand for ridesharing
Periodic Motivation Doesn’t Result in a Sustainable Database

Gas prices motivate person to join database & find match

Match is made.
2 people leave database.

No match available.
1 dissatisfied person leaves the database.
People Fall Into Patterns
Rewards Break People Out of Patterns

<table>
<thead>
<tr>
<th>Rewards Structure</th>
<th># of Passengers in Vehicle</th>
<th># of People Traveled With</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same rewards regardless of number of travelers</td>
<td>1.0</td>
<td>2.8</td>
</tr>
<tr>
<td>Rewards increased with more travelers</td>
<td>1.5</td>
<td></td>
</tr>
</tbody>
</table>
Rewards Increase Motivation & Loyalty

**BURRITO BUCKS MONTH**

*Good eats for good commuting.*

Chipotle is proud to declare January 2009 as “Burrito Bucks Month” in Houston. During January commuters in the greater Houston area can earn free Burrito Bucks when they choose a greener commute by carpooling, vanpooling, biking, walking, telecommuting or taking the bus to work. This special promotion is limited to the first 1,000 Houston commuters who take 30 one-way “green” commute trips on NuRide, so sign up today!

**SIGN UP TODAY!**
TWO ASTROS TICKETS
ASTROS vs CINCINNATI REDS • TUESDAY AUGUST 26, 2008 • 7:05 PM

JOIN NURIDE MEMBERS AND STAFF AT THE GAME FOR SNACKS AND A CHANCE TO BE INTERVIEWED ON CAMERA!

Join us for a special NuRide event!
Rewards Directly Impact Activity

Houston – good rewards
Washington DC – poor rewards
Need match

Found one

Thanks for match, bye!

Rewards! I'll stick around

Active Members in Ridesharing Database