

For Immediate Release
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April 2, 2008

BC FERRIES OFFERS A GREAT DEAL ON CONVERSION OF PREPAID PAPER TICKETS TO THE NEW BC FERRIES EXPERIENCE CARD

VICTORIA – BC Ferries is pleased to offer customers who travel on minor routes the opportunity to convert their existing prepaid paper discount tickets to the new BC Ferries Experience Card. This limited time promotion runs from April 1 to April 15, 2008.

BC Ferries encourages customers to bring in all of their existing prepaid paper tickets to a participating terminal and they will be given today's value on the new BC Ferries Experience Card.

The new BC Ferries Experience Card is a wallet-sized electronic payment card, similar to a gift or debit card and offers customers a host of benefits including reduced fares on participating minor routes, as well as loss protection and the ability to print a travel history report.

BC Ferries encourages customers to take advantage of this limited time bonus. After April 15, 2008, prepaid paper tickets purchased anytime before April 1, 2008, will be valued at March 31, 2008 rate. While BC Ferries will continue to accept these tickets as a method of payment, customers will be required to pay any difference between the March 31, 2008 price and the prevailing price at the ticket booth.

For further details about the paper prepaid ticket conversion promotion, visit www.bcferreries.com or call 1-888-BC FERRY.

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Victoria: (250) 978-1267

Customer Contact:
Victoria: (250) 386-3431
Toll-free: 1-888-BCFERRY (1-888-223-3779)

Participating Terminals Include:

Buckley Bay
Campbell River
Chemainus
Crofton
Fulford Harbour
Horseshoe Bay
Langdale
Little River
Nanaimo Harbour
Otter Bay, Pender Island
Port McNeill
Powell River
Saltery Bay
Skidegate, Queen Charlotte Islands
Sturdies Bay, Galiano Island
Swartz Bay
Village Bay, Mayne Island