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FOR IMMEDIATE RELEASE

BRITRAIL LOW SEASON PASS SAVES 20% ON RETAIL PRICES

20% OFF THE PRICE DOESN'T MEAN 20% LESS FUN!

NEW YORK, NEW YORK SEPTEMBER 01, 2008 Train travel in Britain is comfortable, efficient and a great way to kick back and relax. "Let the train take the strain" may be an old advertising slogan, but in these days of high-priced fuel and clogged roads, it has never been more appropriate. Paying one low price in local currency before leaving home buys a personal passport to the best of Britain. When you purchase a BritRail Consecutive Day Pass or a BritRail FlexiPass for travel between November 1, 2008 and February 28, 2009, you will receive a 20% discount on the Pass' retail price current at the time of purchase. Low Season prices start at approximately \$52 US per day* (based on a standard class Low Season 4 Day BritRail Consecutive Pass at 2008 prices). Just purchase the Pass before February 15, 2009.

With high-speed, frequent service, even an extended weekend or quick weeklong jaunt allows enough time to savor the flavor of modern London and appreciate the ancient heritage that makes Britain special. And the 'Low Season' is simply one of the best times to travel to Britain. The weather is mild and crowds have thinned. Enjoy all this and double-digit dollar savings, too. Besides patting yourself on the back for being a savvy traveler, you can also congratulate yourself for being environmentally friendly: trains emit approximately 50% less harmful Green House gases per passenger kilometer than cars and 75% less compared to a plane traveling the same distance.

BritRail gets you around and about with little effort and in comfort. The Pass provides total access no matter what the route or who the train operator may be. With 18,000 daily train departures traveling to over 2500 destinations throughout England, Scotland and Wales, you can hop on and off as many trains in a single day as you like.

BritRail Passes must be purchased before you leave home; they are not available in Britain. Call BritRail today on 1 866 BRITRAIL or go to www.BritRail.com or visit your travel agent today.

* Prices are subject to change