

PRESS RELEASE - FOR IMMEDIATE RELEASE

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TIJUANA LAUNCHES FUN, SAFE AND EASY DOWNTOWN BUS SERVICE TO THIRTEEN MAJOR TOURIST ATTRACTIONS

Tijuana tourism officials, Mexicoach, and Mayor Jorge Ramos officially launch the City Tour Bus Service – a fun, safe, and low-cost “hop-on, hop-off” bus route in Tijuana’s Downtown District. Visitors to Tijuana can now take a short walk across the border, buy a \$10 pass and ride an open-air bus that passes thirteen Downtown destinations, including historic Revolution Avenue, L.A. Cetto’s wine tasting room, Caliente’s newly-renovated (and Mexico’s largest) casino, Restaurant Row, and three major shopping plazas.

Tijuana, Baja California, July 19, 2008 – This week, Tijuana’s Mayor Jorge Ramos and over forty of the city’s tourism and business leaders inaugurated the new tourist-friendly bus service, *City Tour*, an easy and safe way for visitors to enjoy some of Tijuana’s major attractions with stops just a short walk from the border. “This great new service brings together the social, business and public sectors of Tijuana to offer a new perspective for our City’s visitors,” said Mayor Ramos during the inaugural event, standing next to one of two specially-designed, open-air buses.

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Operated by the well-known border transit company known for its distinctive red buses, Mexicoach, the *City Tour* service has a total route time of two hours from start to finish, including two-minute stops at each location during which riders can hop-on or hop-off. The Downtown District route connects thirteen of Tijuana's major attractions, giving tourists the chance to walk down Revolution Avenue, enjoy wine tasting or the TJ Beer micro-brewery, visit the Las Vegas-styled and totally remodeled Caliente Casino, and end the day at one of Tijuana's many award-winning restaurants, its hotels, or stores.

"Tijuana is the second-largest city on the West Coast of North America, but it's still one of the best bargains and a short distance away for Southern Californians," commented Ana Alicia Meneses, President of the Tijuana Convention and Tourism Bureau. "Where else but in Tijuana can you visit, in one or two days, a major Cultural Center and IMAX theater, get your picture on a world-famous Zebra-Donkey, sample some European-styled beer, go wine tasting, shop for great bargains, try your luck at a casino with 1,333 gaming machines, *and* relax with delicious Baja Med or international cuisine? Now, these are all just steps away from the *City Tour* bus stops."

Children under 10 years of age ride the *City Tour* bus for free, and the cost of \$10 allows riders to hop-on or hop-off at any stop along the route. Riders are accompanied by a bilingual tour guide, and can learn about a different part of Tijuana's fun and safe Downtown District during each visit, without worrying about driving or parking. *City Tour* operates between 10 a.m. to 6 p.m. daily, with stops including: the Tijuana Cultural Center (CECUT), Revolution Avenue, Lt. Guerrero Park, L.A. Cetto Wine Tasting Room, Tijuana Beer Company & Micro-Brewery, the Grand Hotel, the Caliente Casino & Stadium, Restaurant Row, the Paseo de los Héroes/River Zone, Plaza Río Shopping Mall, Pueblo Amigo Plaza & Hotel, and Viva Tijuana Plaza.

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For more information, contact the Tijuana Convention & Visitors Bureau toll free from the U.S. at 1-888-775-2417, or visit their website www.TijuanaOnline.org. Also, interested parties may contact Mexicoach at (619) 428-9517, or visit their website at www.Mexicoach.com.