

Avoid Emergency Detours with Emerald Mountain Expressway Courtesy Texting

*New service offers free, travel information via cell-phone text messages at
www.emeraldmountainexpressway.com*

Wetumpka, AL – April 7, 2010 – Today, Emerald Mountain Expressway (EMX) at www.emeraldmountainexpressway.com, announced their new, courtesy-texting-service. Now, customers and the media can receive free, cell phone text-messages warning of road closures, construction issues, weather-related problems, and other important information to save time, gas, and frustration while traveling in the local area.

Since many travelers cannot access e-mail messages and the Internet while on the road, EMX is now sending short, two- to three-word text messages to subscribers on their cell phones such as, “Toll Road Closed,” “Ware’s Ferry Closed” and more. The free service is open to anyone who wants to subscribe and receive text messages about highway conditions and EMX toll-bridge services.

“When conditions change and we have to close our facility due to circumstances involving the highways, people are already working, on the road or don’t have access to a computer and e-mail,” states Lyndon Watson, EMX Manager. “Since almost everyone has a cell phone today, we decided to add texting to our current, e-mail message system, and current subscribers have reacted positively to the additional service.”

“What a great convenience for your customers,” states EMX text user and customer Buddy Jackson. “It has already helped me out tremendously.”

EMX will send the short, text messages as soon as they receive information pertinent to the needs of local travels.

To register for this free service, subscribers can stop by the EMX Toll Bridge at 49 Emerald Mountain Expressway, Wetumpka, AL, or write to lwatson@emeraldmountainexpressway.com, and provide a 10 digit cell phone number and cell phone service provider.

For more information, or to provide feedback, please call (334) 512-0380 or visit www.emeraldmountainexpressway.com.

About Emerald Mountain Expressway

The Emerald Mountain Expressway (EMX) is a toll road alternative to Highway 231 in Wetumpka, Alabama. With its 15-minute, scenic drive to East Montgomery, travelers save time, gas and the frustration of sitting in traffic. The toll road offers free, cell-phone text messages regarding road closures and other, important travel-information. EMX is also involved with numerous events and charities in the local community. For additional information, please visit www.emeraldmountainexpressway.com or call (334) 512-0380.

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Media Contact: Melanie Rembrandt, Rembrandt Communications®, 800-PR1-0116,
pr@americanroads.com