

PRESS RELEASE

For Immediate Release



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Sterling Transportation Announces the Launch of Sterling Trolley *Sacramento's Only Street Trolley Makes Official Debut*

SACRAMENTO, Calif., June 10, 2016 – Sterling Transportation announces the official launch of the Sterling Trolley, a vintage street trolley that will enrich Sacramento's transportation options for tourists and locals for downtown events, sports games, weddings and private tours.

The Sterling Trolley is Sacramento's only vintage street trolley, featuring 15 wooden benches accommodating 30 total passengers. With classic origins such as hardwood floors and a backside balcony, this retrofitted trolley possesses modern features such as a Bluetooth® stereo, and overhead LED multi-colored lighting.

Starting Tuesday, June 14, 2016, Sterling Trolley will be launching "Trolley Tuesdays" with support from the Sacramento Convention and Visitors Bureau. For \$15.01 per person, guests can ride the trolley with hop on/off privileges to selected Sacramento area tourist attractions, such as Old Sacramento, the State Capitol, the Governor's Mansion, Sutter's Fort and the Tower Bridge, during the hours of 10:00 a.m. to 4:00 p.m. One dollar from every pass purchased will be donated to a different nonprofit organization each month to align with Sterling Transportation's philanthropic commitment. Tickets are available online at bit.ly/TrolleyTuesday.

In addition, Sterling Trolley has partnered with de Vere's Irish Pub to provide transportation to all Saturday Sacramento soccer matches at Bonney Field for the cost of \$15.01 for a round trip ticket. The Trolley departs and returns to de Vere's Irish Pub at 1521 L Street in Sacramento. Seating is limited to the first 30 fans each game. Tickets are available online at bit.ly/SoccerTrolley.

Ticketholders for the River Cats games are encouraged to ride the trolley to and from Raley Field for all Thursday home games, with stops at BARWEST, de Vere's Irish Pub, and Joe Marty's. The ride is free of charge, which is made possible by sponsorships from the Sacramento River Cats and Tito's Handmade Vodka. Location pickup and drop-off times are available at bit.ly/TrolleyRC.

"We believe the Trolley will be a unique alternative to existing transportation options while creating memorable experiences," said Qaiser "Q" Patel, CEO and

Co-Founder, Sterling Transportation. “It is an honor to be a part of Sacramento’s tourism economy while partnering with businesses, groups and individuals to offer solutions to parking and transportation difficulties.”

Joe Williams, Sterling Transportation’s COO and Co-Founder, noted, “The Trolley has been our passion for a long time and we are proud to see it on the streets of Sacramento for everyone to enjoy and utilize. We are very thankful for everyone’s help and support, including our team, local businesses, tourist organizations, and our sponsors.”

Sterling Trolley is now available for booking by calling or texting 916-905-3995.

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About Sterling Transportation

Proudly based in Sacramento and established in 2010, Sterling Transportation offers a wide range of vehicles including sedans, charter buses, limo buses, limousines, and special transportation options through their affiliate networks including private jets. Group tours, weddings, corporate events, beer, wine and food tours, trolley rental, airport transfers, and private transportation are all offered. For more information or to book the trolley, visit www.sterlingride.com.

About de Vere’s Irish Pub

Started and owned by the de Vere White family, de Vere's Irish Pub is a place where friends, families, and co-workers come enjoy farm-to-table food, watch American and European sports, appreciate weekend brunch, and show off an impressive selection of whiskeys. Current locations include Sacramento and Davis. For more information, visit www.deverepub.com.

About the Sacramento River Cats

The Sacramento River Cats are the Triple-A affiliate of the 2014 World Champion San Francisco Giants. The team plays at Raley Field in West Sacramento, consistently voted one of the top ballparks in America. For more information, visit www.rivercats.com.

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