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Press Release
For immediate distribution

**THE FIRST FREE BIXI SUNDAY IS ON MAY 29:
ENJOY THE PLEASURES OF CYCLING AROUND THE CITY WITH BIXI, COURTESY OF MANULIFE**



Montreal, May 24, 2016. – Everyone will have the chance to discover the pleasures of riding around town on a BIXI bike free of charge on Sunday, May 29, courtesy of Manulife. This is the first time anything like this has been offered before with the Montreal bike-sharing service.

"The weather is finally warming up again and this Sunday BIXI would like to invite all Montreal residents and tourists to come out and discover the city in a new way! Thanks to this great initiative by Manulife, we are pleased to offer free access to the network to discover what it's all about. Try BIXI and you'll love it! We hope that those who haven't had a

chance to try out the service yet will come out and take advantage of this offer, and also that our members will invite their friends and family to come out and try it as well," declared Ms. Marie Elaine Farley, chairperson of the BIXI-Montreal Board of Directors.

On Sunday, from midnight to 11:59 p.m., all one-way trips of 30 minutes or less will be offered free of charge at the pay stations of 460 BIXI stations in Montreal, Longueuil and Westmount, according to the regular rental conditions. Additional fees will apply for any trips exceeding 30 minutes and a deposit of \$20 will temporarily be held on the credit card used to rent the bike for each trip taken.

MANULIFE VALETS TO ASSIST BIXISTS, INSTANT PRIZES AND SNACKS FROM RACHELLE-BÉRY

Starting at 11 a.m. on Sunday, Manulife valets will be on site at Parc Lafontaine and at 40 stations around the city to help you rent a bike, provide information on the promotion and distribute healthy snack bags, offered courtesy of Rachelle-Béry (while quantities last). Maps of the network will also be given out on site. Additionally, 100 lucky Bixists will find a free one-year BIXI membership in their snack bag, courtesy of Manulife.

"Free BIXI Sundays offered by Manulife is a great, active way to discover Montreal with your family or friends," stated Mr. Charles Guay, President and CEO of Manulife Quebec. Wishing you all a great BIXI Sunday!"



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USE THE BIXI.COM WEBSITE AND MOBILE APP TO HELP YOU PLAN YOUR TRIP

To help you plan your BIXI Sunday and enjoy all of the amazing activities that will be happening around the city, the new Bixi.com website and blog have a wealth of information regarding themed rides and events going on, such as the Montreal Museums Day, which takes place on the same day. The interactive map will allow Bixists to find out where the free snacks are being given out by the valets and which museums are offering free entrance near the stations. BIXI would like to invite users to download the mobile app to access the station map, see bike availability in real time, use the timer and access tons of other options.

UPCOMING FREE BIXI SUNDAYS

This year, Free BIXI Sundays will take place on the last Sunday of each month: June 26, July 31, August 28, September 25 and October 30, 2016.

A big thank you to our event partners: Manulife, La Presse, ICI Radio-Canada Première and Gravel le matin morning show, Astral Affichage, Vélo Québec and Rachelle-Béry.

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ABOUT BIXI

BIXI-Montreal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. The network has 5,200 bikes and 460 stations in Montreal, Longueuil and Westmount.

ABOUT MANULIFE, BIXI-MONTREAL'S MAIN PARTNER

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of March 2016, we had \$904 billion (US\$697 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.9 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter @ManulifeNews or visit www.manulife.com or www.johnhancock.com.

ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER



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