



NORTH TEXAS TOLLWAY AUTHORITY

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**NTTA TOLLTAG CUSTOMERS ELIGIBLE FOR REWARDS STARTING TODAY!**

*Registered NTTA Toll Road Drivers Drive. Earn. Win. Repeat.*

**PLANO, TX – Sept. 23, 2015** – Millions of TollTag customers who use North Texas Tollway Authority toll roads can now enroll in [TollPerks](#), NTTA’s new TollTag customer loyalty program.

TollPerks is a true rewards program. It’s NTTA’s way of thanking TollTag customers for driving on North Texas’ safe, reliable and quick toll road system.

All customers have to do is sign up at

[www.tollperks.com](http://www.tollperks.com), drive and earn points for every dollar spent using NTTA toll roads. Points are awarded based on the use of NTTA toll roads.

TollTag customers who enroll in TollPerks and drive on NTTA toll roads earn points that can be redeemed for exclusive rewards.

In addition, TollPerks members will have access to exclusive toll road offers that do not require redemption of points as well as special promotions, including instant sweepstakes and monthly prize drawings. Rewards will consist of offers from local businesses, and members can redeem their points to access special deals, discounts, coupons and other exclusive offers. A few of the businesses include:

- The Dallas Cowboys
- Carmel Car Wash
- Dallas Children’s Theater
- Artizone
- Elliott’s Hardware
- Dunkin Donuts
- AEG Live
- Texas Motor Speedway
- Uber
- 1-800 Flowers
- The Dallas Charge



Anyone may suggest a business they'd like to see as part of TollPerks by sending suggestions and ideas to [TollPerks@NTTA.org](mailto:TollPerks@NTTA.org).