



February 15, 2007

For immediate release

TrafficLand Supplies Real-Time Video to Traffic.com Web Site

Live traffic video from New York and Washington, DC added to leading real-time traffic information

Fairfax, VA—TrafficLand, Inc. announced today it has entered into an agreement with Traffic.com to deliver real-time traffic video content to the Traffic.com website. Launched this week, TrafficLand video provides live traffic views from over 600 traffic cameras around New York City and Washington, DC. The companies plan to expand the video coverage to additional markets in the coming months.

The TrafficLand video will complement Traffic.com's real-time online service offerings, which include predictive traffic trends, vehicle speeds, congestion levels, travel times, and delay times. In addition to Traffic.com's MyTraffic™ suite of custom alert services and exclusive Jam Factor® reports for city-area roadways, site users can now also view live traffic activity for the roads they travel every day. Traffic.com online, mobile and broadcast services are accessible for drivers in metropolitan areas across the U.S. and are used by millions of consumers, and thousands of businesses including websites, television and radio stations, wireless application providers, portable and in-vehicle navigation companies, as well as numerous government agencies.

"This agreement is another example of how real-time information sharing is revolutionizing our lives in so many ways today. We are very pleased to work with Traffic.com to offer commuters a full complement of traffic information services," said TrafficLand president Lawrence Nelson.

"The combination of TrafficLand live-action video content and Traffic.com real-time alert services delivers real-world knowledge to our users in the most meaningful ways," said Traffic.com chief operating officer Christopher Rothey. "We look forward to adding cameras to more markets, and expanding similar valuable resources to help drivers make the best decisions before they travel.

About TrafficLand, Inc.

TrafficLand aggregates and re-broadcasts live traffic video over the Internet and on TV. The company has developed patent-pending technology to allow it to aggregate thousands of CCTV (closed circuit television) video feeds from multiple Departments of Transportation traffic camera networks. TrafficLand's video network currently includes over 4,000 traffic cameras in 48 U.S. and international markets. The company is a leading provider of live traffic video viewed by the public on web sites and mobile devices to avoid traffic congestion, and by first responders to aid emergency response and incident management. The company's website (www.trafficland.com) provides free access to its live traffic camera viewing service. First responders and federal emergency management agencies access the company's network through a secure, private service.

About Traffic.com, Inc.

Traffic.com® is the leading provider of personalized traffic information for drivers coast to coast. Through the industry's most comprehensive data collection infrastructure, Traffic.com offers consumers real-time customized traffic reports in 83 U.S. markets. These personalized consumer reports are complete with predictive traffic trends, vehicle speeds, congestion levels, travel times, and delay times delivered via Web, wireless device, radio, television, and in-vehicle navigation systems. Traffic.com's ability to distribute traffic information via specialized data feeds and across multiple platforms creates unique, powerful branding opportunities for advertisers, enabling them to expand their reach and target consumers with useful, relevant content multiple times per day. Traffic.com's business partners include AOL, Comcast, Garmin International Inc., Microsoft, NAVTEQ, The Weather Channel®, and XM Satellite Radio.

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