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FOR IMMEDIATE RELEASE

## TrafficLand Signs Agreement with CNN

**Network gains access to thousands of cameras for on-air broadcasts.**

Washington, DC—TrafficLand®, the largest, authorized aggregator of live traffic video and CNN, announced today an agreement for TrafficLand to deliver real-time traffic camera content from dozens of markets worldwide for broadcast use on CNN.

The agreement gives CNN the ability to select live video streams from thousands of traffic cameras nationwide and insert them into CNN programming. The TrafficLand network cameras cover day-to-day traffic conditions and often capture newsworthy incidents and weather related events.



“This agreement with CNN is another demonstration of the growing importance of real-time video during emergency and non-emergency situations in creating greater situational awareness and understanding,” said Lawrence Nelson, president, TrafficLand, Inc. “We are very pleased to work with CNN to make this important information resource available to their audience.”

### **About TrafficLand, Inc.**

TrafficLand currently aggregates video from over 4,000 traffic cameras in more than 50 markets worldwide on its Web site, [www.trafficland.com](http://www.trafficland.com), and is currently used by local and national broadcast, print and interactive media operations. The company also provides traffic video content to state and local Departments of Transportation and other government Web sites. In addition, TrafficLand also offers specialized, private network services for first responders, law enforcement and others involved in public safety to aid emergency response and incident management.

### **ABOUT CNN**

CNN Worldwide, a division of Turner Broadcasting System, Inc., a Time Warner Company, is the most trusted source for news and information. Its reach extends

to nine cable and satellite television networks; one private place-based network; two radio networks; wireless devices around the world; CNN Digital Network, the No. 1 network of news Web sites in the United States; CNN Newsource, the world's most extensively syndicated news service; and strategic international partnerships within both television and the digital media.

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