



August 17, 2006

For immediate release

TrafficLand.com Expands Real-Time Traffic Camera Service to 34 Markets in U.S., Canada and U.K.

Thousands of live traffic views available to assist commuting public, first responders and others

Fairfax, VA—The TrafficLand Company, based in Fairfax, VA, announced today that it has added dozens of markets to its real-time traffic camera network. In addition to over 20 new U.S. markets, the company has added foreign markets for the first time, including London, Montreal and Toronto. The new U.S. markets include New York City, Atlanta, Denver, Las Vegas, Phoenix, Minneapolis, New Orleans, and Salt Lake City as well as cities and areas in other states nationwide.

TrafficLand 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 Web site (www.trafficland.com) provides free access to its live traffic camera viewing service, and in some markets, offers the ability to customize and save camera displays and view live camera images on web-enabled cell phones and PDAs, including Blackberry and Treo models.

"In the interest of public safety, TrafficLand is providing access to thousands of additional traffic cameras nationwide on our web site—as Beta Cities—while we work to integrate them with our full line of service offerings," said Lawrence Nelson, chief executive officer, TrafficLand, Inc. "We're working with state, county and local Departments of Transportation to build a video network that will provide the public and first responders with an immediate, visual means of assessing roadway conditions and emergency situations."

The company is actively pursuing traffic camera access from Departments of Transportation and plans to add dozens of new markets in the coming months. A complete list of markets currently available can be found on the TrafficLand.com Web site.

TrafficLand also provides specialized, secure access through its Video Distribution System™, to first responders, transit agencies and emergency

management organizations, to assist routine and emergency operations and improve regional mobility and public safety.

For more information, please contact: Jay Cohen, 301-657-3234 or by email to jcohen@trafficland.com.

TrafficLand
11208 Waples Mill Rd.
Fairfax, VA 22030
703-591-1933
www.TrafficLand.com