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TrafficLand Releases Live Traffic Camera Application on Facebook Platform

Facebook users can interact with over 6,000 live traffic cameras worldwide and share live views of traffic, weather or event conditions with their friends

Fairfax, VA —TrafficLand®, the largest, authorized aggregator of live traffic video, announced today the release of the TrafficLand Facebook application. Users of the popular social networking Web site can use the application's features to share live images from the TrafficLand camera network. The application allows Facebook users to attach camera images to their profile pages, messages sent to other users and to postings on a friend's Wall.

The application provides links that allow users to view live video from their selected camera as well as view any of the more than 6,000 traffic cameras in over 60 markets worldwide currently available on TrafficLand's public Web site, www.trafficland.com.

The images update to show live views from the selected traffic cameras whenever Facebook users open a page containing the TrafficLand application. Users can view all of their friend's cameras on the TrafficLand application page, as well as the top 10 most watched TrafficLand network cameras by selected city and worldwide.

"TrafficLand video content is used by commuters, first responders and some of the biggest names in news and traffic reporting," said TrafficLand Founder and CEO, Lawrence Nelson. "We also know many of our users just like to look at live camera views from interesting places like New York City, London's Piccadilly Circus or New Zealand, purely for entertainment. By integrating TrafficLand into Facebook, we're giving our users an important new way to interact with our content, whether it's to stay on top of local road conditions or just have some fun with it."

About TrafficLand, Inc.

TrafficLand has developed patent-pending technology to enable reliable distribution of thousands of CCTV (closed circuit television) video feeds from

multiple Departments of Transportation camera networks. The company aggregates and broadcasts live traffic video via the Internet, and through its media partners. First responders and federal emergency management agencies can access an enhanced traffic video application through a single, secure interface called TrafficLand Video Distribution System™ (VDS), to aid emergency response and incident management. For more information about TrafficLand, please visit <http://corporate.trafficland.com>.

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