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For immediate release

Louisiana Increases Online Traffic Video Coverage of Primary Hurricane Evacuation Routes with TrafficLand

Louisiana DoT and TrafficLand expand partnership to provide real-time traffic video to travelers, public safety agencies and media.

Baton Rouge, and Fairfax, VA — The Louisiana Department of Transportation and Development (LA DOTD) and TrafficLand, Inc., the largest, authorized aggregator of live traffic video, announced today an expansion of their content and distribution agreement to add 21 traffic cameras across Louisiana. The additional LA DOTD cameras are located along Interstates I-10 and I-12, primary hurricane evacuation routes, in the cities of Lafayette, Lake Charles, Denham Springs and Laplace. The expansion brings the total number of LA DOTD cameras available online to 60 and fills-in coverage gaps along I-10 between New Orleans and Baton Rouge, and from Baton Rouge to the Texas border.

Under the agreement with LA DOTD, TrafficLand will expand public access to the state's traffic video by making it available on its website, www.trafficland.com and to local and national media.

"LA DOTD representatives told us that our services were invaluable before and during Hurricane Katrina," said TrafficLand president Lawrence Nelson. "We're extremely pleased to have their continued confidence and be in a position to bring the benefits of real-time traffic video to an even wider audience of state residents and public safety agencies across Louisiana."

The TrafficLand.com Web site uses interactive maps to show roadways and traffic camera locations. Web site users click on cameras to view live video streams that update once every few seconds. The service also features a continuously updating display of the 10 most viewed cameras in the selected geographic area, which typically shows locations with heavy traffic congestion or accidents. The TrafficLand.com Web site also provides detailed weather information, localized for the user's zip code area.

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, 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. The company also offers specialized, private network services for first responders, law enforcement and others involved in public safety to aid emergency response and incident management.

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