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For immediate release

TrafficLand Launches Live Traffic Video in Chicago and Boston; Announces New Jersey and Colorado Coming Soon

TrafficLand®, the largest authorized aggregator of live traffic video in the U.S., announced that it has accelerated the roll-out of its national traffic information network, by providing commuters, businesses, government agencies, and broadcast partners access to cameras in Chicago and Boston. The addition of two major markets further extends TrafficLand's coverage of thousands of cameras in the majority of the top 50 U.S. markets.

Additionally, in New Jersey, TrafficLand was awarded a contract to act as the primary distribution point for third-party access to the state's traffic camera video, including the heavily-traveled New Jersey Turnpike. The company also executed an agreement with the Colorado Department of Transportation to access their traffic cameras statewide with the option of hosting video on their website.

Commenting on these recent agreements, CEO and Founder Lawrence Nelson stated, "Our DOT partners understand the value of a video networking partner with the infrastructure to ensure their camera video availability during peak demand periods. Our patent-pending Image Engine™ technology and fault-tolerant data center deliver the peace-of-mind that their traffic camera video will be available when it's needed most."

About TrafficLand

TrafficLand is the largest authorized aggregator and distributor of live traffic video in the U.S. The company works with state and local Departments of Transportation (DOTs) in more than 30 states providing traffic camera video hosting, network integration and video quality monitoring services. TrafficLand uses its patent-pending **Image Engine™** technology to provide a single-source to live traffic video from its national network in formats that can be viewed in a wide variety of ways including mobile devices and applications, traveler information websites and TV broadcasts. TrafficLand solutions are used by DOTs, commuters, media, first responders and other public safety agencies at the local, state and federal levels. TrafficLand services include its public website

(www.trafficland.com), designed to help drivers avoid traffic congestion with free access to thousands of cameras; and the **TrafficLand Video Distribution System** (<http://corporate.trafficland.com/services/publicSafety.html>), a dedicated service for DOTs and public safety agencies to aid traffic management and emergency response. Additional redistribution services offered by TrafficLand provide bandwidth efficient content for **broadcast traffic reporting, media websites** and **mobile applications**.

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