



For immediate release

TrafficLand Adds Extensive Traffic Camera Coverage on One of America's Most Heavily Traveled Highways

Motorists and others can access hundreds of live roadside cameras in New Jersey, including on the New Jersey Turnpike near New York and Philadelphia

Fairfax, Virginia, June 7, 2010--**TrafficLand®**, the largest authorized aggregator of live traffic video in the U.S., announced today that it has completed integration of 368 New Jersey Department of Transportation (NJDOT) and New Jersey Turnpike Authority (NJTA) traffic cameras into its national network.

TrafficLand was awarded a contract to act as the primary distribution point for third-party access to New Jersey state traffic camera video. Commuters, public safety agencies and the media can access the traffic video from New Jersey state traveler information websites, TrafficLand's public website (www.trafficland.com) and from specialized products offered by TrafficLand and others for media, public safety and mobile applications.

The NJDOT and NJTA traffic cameras added to the TrafficLand network are located in the following media markets: New York (250); Philadelphia (68); Trenton (29); Atlantic City (5); Ocean City, NJ (12) and Vineland, NJ (4).

"Timely, accurate information about traffic conditions plays a very important part in solving the growing problem of traffic congestion," said Lawrence Nelson, CEO of TrafficLand. "We're working with over 50 Departments of Transportation across the U.S. to help our DOT partners and others make sure real-time traffic video is available when the driving public, media, first responders and others need it."

About TrafficLand

TrafficLand is the largest authorized aggregator and distributor of live traffic video in the U.S. with over 8,000 traffic cameras, in more than 200 cities on its network. TrafficLand's patented **Image Engine™** technology provides single-source access to live traffic video from its national network. Video formats and services offered by TrafficLand support mobile applications, traveler information websites, broadcast traffic reporting, navigation devices and a dedicated service for DOTs and public safety agencies to aid traffic management and emergency response.

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