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For immediate release

D.C. Area Motorists Gain Better Way To Steer Clear of Traffic Bottlenecks

Washington, D.C.—Web savvy D.C. area motorists will spend less wasted time sitting in snarled traffic by signing up for My Roads Expresssm, an innovative streaming video service delivered over the Internet by TrafficLand, Inc.

The TrafficLand system utilizes an in-place infrastructure of over 240 roadside closed circuit video cameras in Washington, D.C., Northern Virginia, suburban Maryland and areas around Baltimore, Annapolis and the Chesapeake Bay Bridge to create a single traffic viewing network. The result is an easy to use Internet-based resource that allows motorists to map out and save frequently traveled routes; to spot traffic tie ups, accidents and congestion; and to assess road conditions in bad weather. And because the system stretches from Dumfries, Virginia to Germantown, Maryland and from Manassas to Greenbelt, subscribers will know the traffic situation across the entire Washington metropolitan area and how to select the best possible commute every day.

"Who would sit in traffic when a few mouse clicks will give you all the information you need to avoid it?" asked TrafficLand President Larry Nelson. "Before leaving home, we strongly advise motorists to check their fuel gauge, check that their seat belts are fastened and check the commute with My Roads Express. It's the easier way to go."

My Roads Express, found at www.trafficland.com, provides Internet users with an interactive traffic map of the Washington metropolitan area. Traffic images are organized into clusters (called catalogs), creating an easy to understand overview of many different locations at once. Catalogs are still images, providing users with a view of up to 20 cameras at once, that can be refreshed every 2 seconds. Catalogs are configurable for quick access to camera locations of most interest to individual users. Users can gain a more "fluid" understanding of traffic conditions by clicking on a catalog image and launching a video stream that shows traffic flow at a specific location.

"Many of us in the DC Metro area LOVE this website. Thanks for giving us up-to-the-minute traffic reporting." "Great web site and great information..." are typical comments received from current TrafficLand.com subscribers.

TrafficLand's new My Roads Express paid subscription service replaces the complimentary My Roads feature on TrafficLand.com. Existing My Roads subscriber accounts will automatically convert to a free 30 day My Roads Express subscription. After February 29, 2004, single camera access will remain free. A multi-camera subscription to My Roads Express service will cost \$ 5.95 per month or \$ 60 for one year (a 15% discount.)

TrafficLand, based in Fairfax, Virginia, brings together the experience and talents of a team of leading video technology, software, network integration and transportation systems businesses that have proven ability to analyze, design and implement all aspects of video distribution systems, including: video acquisition, encoding, transmission, monitoring, integration and control. TrafficLand Team members have designed and implemented hundreds of video distribution systems worldwide, designing, manufacturing and integrating a wide variety of video hardware, software and communication formats. TrafficLand is a recent recipient of the 2003 Virginia Governor's Award for Public Private Partnerships. The company's website, www.trafficland.com, provides Washington metropolitan area commuters with a free streaming video traffic information service. The TrafficLand website receives over 400,000 hits per day.

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