



For immediate release

TrafficLand Serves 500 Million Frames of Live Traffic Video During Major Snow Storms

Fairfax, Virginia, February 18, 2010--**TrafficLand®**, the largest authorized aggregator of live traffic video in the U.S., announced that the historic snowfall this winter in the mid-Atlantic region drove record usage of its live traffic video products across TV stations, local radio/TV/newspaper web sites, radio traffic reporter usage, first-responders, government agencies, www.trafficland.com, and more.

The TrafficLand infrastructure is built specifically to handle peak demand events and was therefore heavily utilized by federal, state and local public safety agencies, including first responders throughout the region affected by the recent snowstorms, as well as local and national TV broadcast partners such as CNN. The company's network includes video from thousands of traffic cameras in over 100 markets across the U.S. and continues to expand as distribution agreements are finalized.

"We are very pleased that our traffic video services were used by so many people and partners during this unprecedented winter," said Lawrence Nelson, CEO of TrafficLand. "The word is spreading about the value of TrafficLand's national traffic camera network and how useful it is to be able to see your real-time local road conditions."

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 the majority of top MSAs across the U.S. to provide traffic camera video hosting, network integration and video quality monitoring services. TrafficLand uses its patent-pending **Image Engine™** technology to provide single-source access to live traffic video through its national network. Video formats vary to support mobile applications, traveler information websites, TV broadcasts, first responders and traffic management. 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. TrafficLand also provides a local or national XML feed for access to bandwidth-efficient traffic video for **broadcast traffic reporting, media websites, navigation devices and applications, and mobile applications.**

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