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For immediate release

Sinclair Communications Adds TrafficLand Live Video Content to Radio Station Web Sites

Five Stations Launch Real-Time Traffic Video Service

Fairfax, VA—TrafficLand, Inc., based in Fairfax, VA, announced today it is supplying real-time video content from 161 Hampton Roads, VA-area traffic cameras to the WNIS, WTAR, WPYA, WROX and WNRJ radio stations' Web sites. The five stations, broadcasting in the Hampton Roads, VA market, are owned by Sinclair Communications.

TrafficLand's real-time video Web embed service uses interactive maps to show roadways and traffic camera locations. Web site users click on cameras to view live video streams that update about once every second. The service is available in markets across the U.S., and is currently used by local and national broadcast, print and interactive media operations, including CNN, WTOP radio, Washingtonpost.com and PilotOnline.com.

TrafficLand president, Lawrence Nelson said, "Anytime access to personalized, real-time traffic video helps people save time and money by choosing better travel routes and departure times. We're pleased to help Sinclair Communications bring this capability to Hampton Roads area residents."

"Accurate traffic information is vital to our audience and TrafficLand supplies it," said Jay West, WPYA Operations Manager. "93.7 BOB FM (WPYA) broadcasts over a wide area along the mid Atlantic eastern seaboard, and with early risers headed to the Military bases and ports, we needed a one stop source for listeners to find out about jams and tie-ups along our four major commuter bridges and the four underwater tunnels in the Hampton Roads area. TrafficLand is a must have partnership for any media outlet."

TrafficLand redistributes Hampton Roads area traffic video through a public-private partnership with the Virginia Department of Transportation. The company has similar agreements with other state and local DoTs nationwide.

TrafficLand is building the largest, highest quality traffic camera network in the United States, called the Transportation Video Information Sharing Network

(TVISN). TVISN currently aggregates video from over 3,000 traffic cameras in 34 markets nationwide.

TrafficLand is a leading provider of live traffic video content for broadcast traffic reporting, public Web sites (including the company's own www.trafficland.com), and mobile devices. 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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