



For immediate release

TrafficLand Launches First Unified Traffic Camera Coverage of St. Louis Market

New traffic video service gives commuters and others access to 330 Missouri and Illinois cameras

Fairfax, Virginia, March 29, 2011--**TrafficLand®**, the largest authorized aggregator of live traffic video in the U.S., announced today the addition of 330 cameras in St. Louis and East St. Louis to its network. The new service integrates Missouri DOT cameras (293) and Illinois DOT cameras (37) for the first time, giving commuters, media, first responders and others a more comprehensive view of traffic conditions across St. Louis.

Public access to the 330 traffic cameras across the greater St. Louis metropolitan area, plus thousands more nationwide, is available on www.trafficland.com as well as mobile applications for iPhone and iPad (Traffic View), Android (Traffic Buddy) and Windows Phone 7 (Traffic Cams) users.

"For the first time, there's one source for all live traffic video across the St. Louis metropolitan area," said Lawrence Nelson, CEO of TrafficLand. "Now, TrafficLand gives St. Louis area commuters, the media, first responders and others a truly comprehensive resource to see and understand traffic conditions no matter which side of the Missouri River their travels take them."

Metro Traffic (www.metrotraffic.com), a division of Westwood One, is TrafficLand's exclusive distributor to TV, radio and newspaper.

About TrafficLand

TrafficLand's patented **Image Engine®** technology provides single-source access to live traffic video from over 10,000 traffic cameras in the United States. Contractual redistribution agreements with over 50 Departments of Transportation make TrafficLand the largest authorized aggregator and distributor of live traffic video in the US. With more than 200 cities on its national network, TrafficLand supports 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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