



NEWS

For Immediate Release

Contact: Michael Kolb
Traffic Technologies, Inc.
(914) 489-0998
michael.kolb@t-t-i.com

Traffic Technologies, Inc. Awarded Outstanding ITS Project of the Year by ITS New York

- *Mobile E-ZPass parking technology recognized for its contribution to improved traffic management at the 2007 Great New York State Fair.*

New Windsor, NY – September 24, 2008 – Traffic Technologies, Inc. – a New Windsor, NY-based company specializing in intelligent transportation systems, electronic toll collection, conventional toll collection and RFID based parking solutions – is the recipient of the Outstanding ITS Project of the Year award by the Intelligent Transportation Society of New York.

“We’re very pleased to have contributed to this innovative traffic management project,” said Stan Weiss, P.E., founder and principal of Traffic Technologies, Inc. “The Mobile E-ZPass Units TTI developed satisfied the State Fair’s need to rapidly deploy technology that would reduce parking customer wait times and would function at remote parking locations that had no infrastructure such as power or communications.”

The Mobile E-ZPass Unit delivers the Electronic Toll Collection technology of E-ZPass in a completely self-contained trailer, allowing the technology to be used in any location during the Fair. Each Mobile E-ZPass Unit is equipped with an E-ZPass tag reader and antenna system mounted on an overhead arm, permitting motorists with E-ZPass tags on their vehicles to pay parking fees and enter the Fair parking facilities quickly and conveniently.

“Over 28% of drivers used E-ZPass to pay for their parking at the 2007 State Fair,” said Michael Kolb, principal of Traffic Technologies, Inc. “The mobile units were so successful, that the State Fair utilized them again in 2008. We were glad to provide the Fair continued support on this project.”

About Traffic Technologies, Inc.

Established in 1996, Traffic Technologies, Inc. is a comprehensive consulting resource specializing in the development and enhancement of Intelligent Transportation, Electronic Toll Collection, conventional toll collection and parking fee collection systems. Through studies and evaluations, system design and specification, project management and hardware/software system support, transportation agencies rely on Traffic Technologies, Inc. to meet their traffic management, through-put, revenue capture and system reliability objectives.

For more information about Traffic Technologies, Inc., visit www.t-t-i.com.

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