



Preliminary Results -11 March 2008

TRAFFICMASTER PLC

Trafficmaster, the leading supplier of intelligent driving services, announces its preliminary results for the year ended 31 December 2007.

Financial Highlights of the preliminary results (prepared under IFRS):

• Revenue	£48.4m (2006: £52.8m)
• Gross Profit	£29.4m (2006: £27.9m)
• Operating Profit	£ 5.4m (2006: £ 6.3m)
• Adjusted Operating Profit ¹	£ 5.1m (2006: £2.0m)
• Pre Tax Profit	£ 4.9m (2006: £5.8m)

¹Operating Profit excluding write-down of inventory and non-recurring administrative income and expenses adjusted to remove impact of Norwich Union and Ryder contribution in 2006 and 2007.

Operational Highlights for 2007:

- Business Services growing strongly in the US, driven by geographic and sales force expansion.
- Successful completion of a 5,000 unit pilot with Ryder Inc. and national Rydesmart programme started in March 2008.
- Successful launch of Fleet Director in the UK supported by Citroen.
- Largest ever Trackstar stolen vehicle tracking contract announced with BMW.
- Strong growth in Traffic and Journey Time services including new contracts with Department for Transport, General Motors, Navteq and Volkswagen Audi Group.

Colin Walsh, Chairman of Trafficmaster Plc, commented:

"Once again revenues in Trafficmaster's Services businesses have grown strongly. This has substantially increased the proportion of profits derived from services as opposed to hardware. The recurring nature of these high margin revenue streams are our generators of strong profitability in the years ahead and we look forward to 2008 with confidence."

Tony Eales, Chief Executive of Trafficmaster Plc, commented:

"Quality of earnings has improved, driven by revenue growth in our higher margin Service businesses. Adjusted Operating Profit has grown by 155%."

"Business Services experienced strong organic growth through direct sales and geographic expansion and successfully launched Fleet Director in the UK. Consumer Services has made strong gains in the growing traffic and journey time market and is also benefiting from increased market share in the stolen vehicle tracking market. Our existing Vehicle Platform partnerships continue to develop well and there are strong opportunities for future growth through the BMW Trackstar relationship and the national launch of the Rydesmart programme in North America in partnership with Ryder Inc."

"We expect the year ahead to build on the progress achieved during 2007. We view the current financial year with confidence and expect to enjoy profitable growth."

ENDS

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About Trafficmaster Plc

Trafficmaster is an expert in intelligent driving. The Group comprises US-based Teletrac Inc. and Trafficmaster Plc in the UK. It operates through three divisions which provide intelligent vehicle services to enhance the driving experience and improve business performance by saving companies and drivers time and money and reducing their environmental impact.

Business Services provides fleet tracking and dynamic navigation capabilities to business users.

Consumer Services provides users with traffic and journey time data, stolen vehicle tracking and other telematics services.

Vehicle Platform integrates our telematics platforms with our commercial partners to support their services and make our services available to their customers.

www.trafficmaster.co.uk

| Please note: Full financial statements are published on the Trafficmaster website under Investor Relations/Regulatory News.