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TRAFFICMASTER WINS HIGHEST ACCOLADE AT BUSINESS EXCELLENCE AWARDS 2008

Trafficmaster, the UK's leading provider of intelligent driving solutions, has won three major awards at this year's Milton Keynes and North Bucks Chamber of Commerce Business Excellence Awards.

In an Awards ceremony that included nominations from some of the regions and the UK's leading businesses, Trafficmaster was judged overall winner as the most outstanding company entered into the Chamber's Business Excellence Awards.

Trafficmaster was recognised for its ability to overcome challenges in the market place, proven by its 20 years in the transport and automotive industry. The award was also given for the company's commitment to provide pioneering technology that enhances the driving experience and helps improve customers' business performance, whilst reducing the environmental impact of driving.

The judges commented: "Trafficmaster is a worthy winner, having consistently performed in the market place, while continually looking to innovate and develop relationships with all of the company's stakeholders."

Trafficmaster also won Business Innovation of the Year for its use of technology to deliver high quality products and services. In addition it was also voted winner of Business of the Year (above £5 million turnover) for its growth and market strategy.

Trafficmaster's intelligent driving solutions, that include fleet tracking, navigation and real time traffic, have helped businesses and drivers cut fuel consumption by 13%, improve productivity by 12% and reduced overtime by 15%. Trafficmaster's combination of navigation and traffic has also helped save drivers up to four hours a month from sitting in traffic jams.

Tony Eales, Trafficmaster's Chief Executive, said:

"We are extremely proud to have won these awards and to be honoured as the most outstanding company in the region. We were against some stiff competition, but our commitment to provide cost-effective technology that helps businesses cut costs and become more profitable and competitive, was obviously recognised by the judges as a valued asset to us as a business and to our customers."

The Milton Keynes and North Bucks Chamber of Commerce is one of the most active and highly respected Chambers in the UK. It operates in a region that has high growth and has attracted some of the most prominent and successful companies in Europe such as Santander, Coutts, Mercedes Benz, Coca-Cola Enterprises and BP. Milton Keynes is ranked in the top 5 for workforce productivity and is the location for 42% of the UK's distribution companies.

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About Trafficmaster

Trafficmaster is an expert in intelligent driving. The Group comprises US-based Teletrac Inc. and Trafficmaster Plc in the UK. Both organisations focus on intelligent vehicle services which enhance the driving experience and improve business performance by saving companies and driver's time and money and reducing their environmental impact.

Teletrac Inc offers fleet tracking, management and navigation solutions under the Fleet Director brand across the US, serving 5,000 fleets and a total of 75,000 commercial vehicles, using wireless and GPS technology.

The group has also developed a suite of Trafficmaster services in the UK. Trafficmaster's key product is the award-winning Smartnav, an intelligent satellite navigation system, which uses live traffic information and real-time road speeds to calculate optimum routes and avoid traffic congestion on the way. Trafficmaster's comprehensive traffic data means Smartnav is continually updated with traffic information, road closures and speed camera locations, without the need for CDs or internet-sourced updates.

Trafficmaster also offers Trackstar stolen vehicle tracking, monitored 24 hours a day in the Trafficmaster Control Centre. Stolen vehicles can automatically inform Trafficmaster and are then monitored remotely and police informed of their whereabouts for fast and efficient recovery.

The company provides live traffic information direct via mobile phone services and Radio Data System -Traffic Message Channel (RDS TMC) to other aftermarket and factory-fit satellite navigation systems.

Trafficmaster also maintains a unique traffic monitoring network of road-side sensors, covering 8,000 miles of UK motorways and trunk roads.

In 2007 the company launched its fleet management solution, Fleet Director, in the UK. Combining all of Trafficmaster's intelligent technology businesses can save time and money, whilst reducing the environmental impact of driving.

Trafficmaster was founded in 1988 and floated on the London Stock Exchange in 1994. Teletrac Inc is a wholly owned US subsidiary company.

www.teletrac.net

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