



For release – see embargo

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TRAFFICMASTER SUPPORTS THE AA'S NEW 84322 TRAFFIC INFORMATION SERVICE

For over 20 years, Trafficmaster has been making life easier for drivers by providing the most comprehensive live traffic information service available helping drivers to plan the most efficient route for any journey.

Today, Trafficmaster is pleased to announce that as part of a three year strategic partnership, the company will be providing its traffic data service to the AA. The traffic information will be delivered via a new memorable number – 84322 – which spells out “the AA” on most mobile phones, so is easy for customers to remember.

The new service will be available from today, Thursday 9 April 2009.

Commenting on the announcement, Tony Eales, Chief Executive of Trafficmaster said “This exciting collaboration between Trafficmaster and the AA can only help keep motorists moving – reducing congestion as well as fuel costs. Trafficmaster’s unique traffic monitoring network of road-side sensors will mean that AA customers have access to the most comprehensive, live traffic information available.”

Rupert Miles, CEO, AA Media said :“As the UK’s leading motoring organisation, the AA’s 15 million members rely on robust and up to date information and assistance to help plan their journeys and avoid delays en route. Our service not only includes Trafficmaster’s real-time traffic information but also enables customers to set up journeys where alerts can warn them about traffic problems and provides access to eye witness reports of any traffic events.”

For more information about all Trafficmaster’s intelligent traffic management services go to www.trafficmaster.co.uk

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Notes to Editors:

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 drivers 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 its own 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

www.trafficmaster.co.uk

About the AA

The AA is the UK's leading breakdown service with more dedicated patrols than any other UK roadside assistance provider. The professionalism and high standards valued by its 15 million members in the event of a roadside breakdown are also the hallmark of many more AA products and services.

The AA offers personal financial services including motor and home insurance, loans, and breakdown repair cover. There are AA products and services to help both private and fleet motorists to choose and run vehicles. The AA's website is a motoring, travel and leisure portal and its popular route planner calculates more than three million routes per week. The AA is the largest independent travel publisher in the UK and one of the top 10 worldwide. Its many publications include maps, travel and lifestyle guides.

AA Public Affairs helps guide and shape motoring policy by analysing and researching issues, and campaigning on behalf of members and motorists.

For more information, visit www.theAA.com