



**For immediate release
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**SIMPLY THE BEST – TRAFFICMASTER MOBILE WINS BEST SATNAV AWARD!
*Trafficmaster Mobile, the only PA-assisted satellite navigation and dynamic traffic avoidance system available for selected GPS mobiles scoops major industry Award***

BusinessCar magazine, one of the UK's leading motoring publications, has awarded Trafficmaster Mobile first place in the 2009 BusinessCar Techies, for the Best Handheld Satnav category.

With Trafficmaster Mobile, users get the most efficient satellite navigation and live traffic information service available based on real-time traffic data and road speed records. It is supported by Trafficmaster's unique team of Personal Assistants, operating 24/7 - and you get all this on one personal comms device.

It is the next generation in portable sat nav technology and this has been recognised by the BusinessCar judges. BusinessCar Editor-in-Chief Tristan Young, who led the judging, said: "The Smartnav Mobile system offers Trafficmaster's route planning with legendarily accurate traffic information. Additional features such as a business mileage reporting system, speed-camera alerts, and personal tracking will also be available in the Trafficmaster Mobile app.

"It's for this reason, moving the hand-held satnav market on a level, that Trafficmaster's Smartnav Mobile has won the BusinessCar Techie for Best Hand-held Satnav."

"Trafficmaster Mobile is quite simply one of the most significant developments in portable satnav technology for many years," said John Lawrence, Sales & Marketing Director, Trafficmaster plc. "and we are delighted this has been recognised with such a prestigious award from BusinessCar. And with the product that started it all – Smartnav - being Highly Commended in the BusinessCar Techies Best Telematics System category as well, this is a great endorsement for our unique product range.

“Trafficmaster Mobile offers huge potential for users and will shortly be available on BlackBerry**, and then Nokia and iPhone later this year,” continued John Lawrence. “We are planning to offer additional services soon too, including our Safe Speed camera alerts; live traffic alerts to incidents or delays and a unique international rescue service, able to help travellers in difficulty across Europe with a locally based, but English-speaking advice and support service. And there are other exciting developments for Trafficmaster Mobile to come!”

The Trafficmaster Mobile software is available to download from www.trafficmaster.co.uk/mobile with a 30-day free trial. After that users can take out a monthly or annual subscription. Subscription charges are £4.95 per month or £49.95 per year. Personal Assistant calls cost up to 59p per minute.

For more information about Trafficmaster Mobile and Trafficmaster’s other services go to www.trafficmaster.co.uk

** compatible with BlackBerry 8800, 8300, BlackBerry Bold, BlackBerry Pearl and Windows-based GPS mobile phones

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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 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

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