

5 October 2005

**Trafficmaster signs 5 year contract to work with Norwich Union on
"Pay As You Drive" Insurance**

Trafficmaster, the leading supplier of digital traffic information and intelligent in-vehicle services, has signed a five year contract with Norwich Union (NU) to deliver "Pay As You Drive"TM (PAYD) insurance services to the motorist.

Trafficmaster will supply NU with an initial quantity of 10,000 advanced "black-box" in-car units in the first half of 2006. The black box, which is already being used for both Trafficmaster's navigation unit Smartnav and tracking device RAC Trackstar, identifies the location of the vehicle to allow the delivery of PAYD insurance.

NU customers will be offered comprehensive products that provide cost effective insurance together with a raft of optional in-vehicle services. These will include safety camera warnings, Smartnav navigation, emergency and breakdown calls and stolen vehicle tracking from RAC Trackstar.

Tony Eales, Chief Executive of Trafficmaster, said "This is a major new market for Trafficmaster as it not only provides large scale deployment of our in-vehicle units but also provides an opportunity to sell our other compelling services. The deal provides a new way to deliver Smartnav and it will allow us to offer insurance products to many of our own subscribers."

Stephen Doran, Director of Business Development at Norwich Union said "Our partnership with Trafficmaster will allow us to deliver some very compelling new customer propositions combining "Pay As You Drive"TM Insurance from Norwich Union with a range of added value in-vehicle services that Trafficmaster will deliver. Norwich Union have been the pioneers of PAYD insurance in the UK, and this partnership will allow us to take the programme to the next level."

-ends-

Trafficmaster Tel: 01234 759 300
Tony Eales, Chief Executive
Stuart Berman, Executive Director

Financial Dynamics Tel: 020 7831 3113
Ben Atwell / John Gilbert