

For Immediate Release
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TRAFFICMASTER SIGNS TRAFFIC INFORMATION DEAL WITH GARMIN

Trafficmaster PLC ("Trafficmaster" or the "Company") today announces that RAC Trafficmaster Telematics has signed a three year agreement with Garmin Ltd, a global manufacturer of GPS receivers and automotive navigation units, to provide its RDS TMC (Radio Data System Traffic Message Channel) traffic information service on Garmin's latest premium satellite navigation products, the StreetPilot c340 and StreetPilot 2720 GPS Navigators.

Garmin will be one of the first portable satellite navigation providers to offer its customers integrated live traffic information from Trafficmaster, the UK's leading supplier of traffic information.

"Integrating traffic information with the StreetPilot c340 and 2720 will allow customers to save an immeasurable amount of time every month," said Gary Kelley, Garmin's director of marketing. "Now, thanks to Trafficmaster's real time information, UK customers will be able to route around traffic before they are delayed by it."

Garmin chose Trafficmaster above other UK based RDS TMC providers because it believes that Trafficmaster offers the most accurate and robust traffic service. Trafficmaster has over 15 years experience of collating traffic data in real time with its unique, established nationwide network of over 7,500 roadside sensors. In conjunction with this, the RAC works with police forces and local authorities to collate incident information, which is fed into the Trafficmaster network to ensure the data is statistically robust. The data is disseminated through agreements held with GCap Media and Chrysalis Radio and is transmitted to the StreetPilot 2720 and c340 units through the RDS bandwidth of commercial radio station broadcasts via the optional Garmin GTM-10 FM RDS TMC Receiver.

Tony Eales, Chief Executive at Trafficmaster, comments:

"We are delighted to sign our first traffic information contract with a major portable navigation manufacturer. Since our launch last year, a number of organisations have tested the service and signed agreements with RAC Trafficmaster Telematics. Our RDS TMC offering has rapidly been acknowledged as the most accurate and reliable traffic service available in the UK."

Both the Garmin StreetPilot c340 and StreetPilot 2720 use the RDS TMC service to display congested areas on a colour-coded map. The systems then automatically calculate time and fuel saving routes. The StreetPilot c340 retails at £529.74, whilst the StreetPilot 2720 retails at £793.00, both excluding VAT.

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