

## Analyst Pitch

With the explosive growth of the wireless industry, thousands of content providers are struggling to be the “killer application” for mobile devices. Although many of these content providers offer high-quality services, few offer consumers a truly functional product that can save them time, money and frustration *everyday*. **TrafficStation** (<http://www.trafficstation.com>), North America’s premier provider of personalized, real-time traffic information via the Internet and wireless communication devices, distinguishes itself from other content providers by offering a truly *indispensable* application.

**TrafficStation** is a privately owned new media company that currently serves 25 metropolitan areas across North America. We provide vital commuter information via landline, mobile and WAP (Wireless Application Protocol) telephones, alphanumeric pagers, email, Windows CE and Palm enabled handheld computers, in-vehicle systems and other wireless communications devices. We are also the only service in the nation that *proactively* provides real-time, personalized TeleWarning™ alerts to consumers and businesses *any time, anywhere or any way* they want it, empowering them with the tools needed to avoid traffic hassles before they reach them.

In addition to attracting strong investor support from Zone Ventures, East West Capital, Adelphi Fund Partners and Telcom Ventures (Teligent, Aether Systems, XM Satellite Radio), **TrafficStation** has amassed a growing network of clients and strategic partnerships with best-of-breed companies including Microsoft, Zip2/Alta Vista, Motorola, Vicinity *MapBlast!*, MyWay.com, AvantGo, Phone.com, US Wireless, Captivate and FTM Media. Cutting-edge technology, a solid business model and the strength provided by key strategic alliances make **TrafficStation** the practical service that will transform emerging wireless technologies from gadgetry into a vital tool.

# TrafficStation, Inc.

## Company Backgrounder

TrafficStation, Inc. ([www.trafficstation.com](http://www.trafficstation.com)) is North America's leading provider of personalized, interactive traffic, transportation and traveler information to the Internet, wireless and telematics markets. The TrafficStation mission is to build a global *Mobility Services* company that helps mobile users avoid road congestion, travel hazards and other transportation problems and reach their destinations quicker and more efficiently. The Company offers syndicated media services for portal clients, subscription services for consumers and an array of programs for enterprise and transportation sector clients to help their fleet, mobile work force and location-based employees.

TrafficStation combines award-winning Web design, state-of-the-art database and e-commerce technologies with customized traffic reports, travel alerts and on-demand traveler information via landline, mobile and WAP telephones, pagers, Windows CE and Palm OS enabled handheld computers, in-vehicle systems and other wireless communication devices. TrafficStation currently offers services in 25 major metropolitan markets in North America and is launching a nationwide service covering all major interstate and transportation corridors. During 2000, the Company is expanding to over 50 metropolitan areas, dramatically expanding and enhancing its features and services and developing innovative interactive content for the Broadband market.

### TRAFFICSTATION HISTORY

TrafficStation founders bring a unique combination of vast entertainment and multimedia industry experience with great strength in database, e-commerce and computer telephony technologies. Traffic Station Group, LLC was formed in June 1997 through a joint venture between Alpha Base Interactive, Inc., a Los Angeles-based privately held corporation that develops turn-key Internet database marketing and e-commerce solutions, and D:ablo Production Studios, LLC., an independent studio specializing in the interactive entertainment industry with client such as Microsoft, Paramount Pictures, Sony Studios, Threshold Entertainment, Crescendo Records and Disney Pictures.

TrafficStation successfully developed and launched its service as a channel for IE 4.0 on September 30, 1997 under the terms of its Gold Channel Partnership Agreement with Microsoft. TrafficStation then broadened support to HTML 2.0 Web browsers, expanded to 5 cities nationwide and began soliciting commercial clients in early 1998. Traffic Station, Inc. was formed in June 1999 as the long-term vehicle for growth and capitalization. The Company received venture funding in August 1999 and expanded its services to 25 major metropolitan markets in North America.

TrafficStation has rapidly made a large impact on its industry, acquiring clients such as Motorola, Microsoft, Phone.com, AT&T Wireless, AvantGo, Infoseek/Go Network, Zip2/Alta Vista, MyWay.com and Vicinity MapBlast!. TrafficStation has also forged close relationships and alliances with industry leaders such as Navigation Technologies and ESRI and partnered with global Intelligent Transportation Systems (ITS) engineering firms including PBS&J and PB Farradyne. TrafficStation achieved national recognition when chosen for two (out of four) Federal Model Deployment Initiatives in the United States: AZTech in Phoenix and Trips123 in the New York Metropolitan Region.

### TRAFFICSTATION PARTNERS

TrafficStation has formed strategic partnerships with premier data and content providers, enabling it to create bundled, value-added and synergistic services.

- A strategic alliance with **Weathernews, Inc.**, the world's largest group of companies related to weather and environmental issues, to support the integration of *Extreme Weather & Travel Hazard Advisories* into TrafficStation's reporting systems.

- A partnership with **Navigation Technologies**, the dominant provider of the most complete, accurate and up-to-date navigable map databases for Europe and North America, in the AZTech and Trips123 Model Deployment Initiatives to fully integrate traffic and navigation services.
- A strategic alliance with **ESRI**, the global leader in Geographic Information Systems (GIS) software, technology, systems and databases, to provide integrated solutions for fleet management and route planning systems.
- A distribution partnership with **Vicinity Corporation**, the leading provider of innovative geography-based technology solutions for the Web community, to integrate dynamic traffic information with their *MapBlast!* Web-based and mobile mapping and navigation assistance services.

## TRAFFICSTATION FUNDING

During 1998, the development and growth of TrafficStation was funded by its joint venture partners. In August 1999 TrafficStation received investments from Zone Ventures and East/West Capital Associates to extend market service areas nationwide and dramatically expand its services.

Second round funding was secured in March, 2000 from Telcom Ventures and Adelphi Fund Partners allowing expansion to 50 metropolitan areas & interstate routes nationwide and to establish a dominant position in wireless and transportation markets.

**Zone Ventures**, the Los Angeles affiliate of Silicon Valley venture capital firm Draper Fisher Jurvetson, focuses on information technology businesses with enormous market potential. Zone Ventures manages over \$100 million in assets and has developed a large network of highly successful Internet and information technology entrepreneurs and portfolio companies.

**East/West Capital Associates** boasts unparalleled experience and relationships in the media industries, and committed capital of over \$250 million. East/West Capital's investment philosophy is largely driven by a belief that the convergence of channels for video, audio, voice, images, text, data, and transactions - coupled with persistent and pervasive network connectivity for businesses and consumers-has just begun to create an amazing array of new opportunities for entrepreneurs. These opportunities will recast the creation, production, distribution, marketing, storage, archiving, and management of business and consumer generated content and commerce.

**Telcom Ventures, L.L.C.**, is an Alexandria, VA based limited liability company headed by Dr. Rajendra Singh, a high-tech entrepreneur, and internationally known investor Rahul Prakash. Telcom's portfolio includes such telecommunications companies as LCC International (Nasdaq: LCCI), the world's leading wireless engineering firm; Teligent, Inc. (Nasdaq: TGNT), a wireless telecommunications services company; Aether Systems, Inc. (Nasdaq: AETH), a provider of wireless services for real-time communications; and XM Satellite Radio Holdings Inc. (Nasdaq:XMSR), a satellite-based audio entertainment and information programming service for consumers.

## TRAFFICSTATION FUTURE

TrafficStation has established a strong position at the cutting edge of a massive new market for mobile information services and will apply its unique interactive content and technology skills to ride the three successive waves of the Wireless, Internet, Telematics and Broadband markets. While expanding to 70 metropolitan markets in North America and beyond, TrafficStation will accelerate the development and deployment of its TrafficStation 3.0 and 4.0 product releases, incorporating comprehensive speed and flow information, intelligent routing and time to destination calculations.

While managing rapid growth, TrafficStation will remain focused on building its core services to deliver traffic, transportation and traveler information to mobile users *anytime, anywhere and any way* they need it.

For additional information, contact:

**FOR IMMEDIATE RELEASE--**

**Traffic Station, Inc. Contacts:**

*Press Queries*

**Nazan Armenian**

Fleishman-Hillard (CA)

(213) 489-8270

[armenian@fleishman.com](mailto:armenian@fleishman.com)

## TrafficStation Continues Rapid-Fire Expansion of Innovative Real-Time Traffic Service To 26 Cities Nationwide

### Interactive Traffic and Traveler Service Extends National Footprint at Light Speed

**Los Angeles** -- Traffic Station, Inc., the leading national provider of personalized traffic and traveler information via the Internet and wireless communications devices, today announced another step in their rapid expansion of services by delivering six new cities: **Cleveland, Denver, Las Vegas, St. Louis, Salt Lake City and Vancouver**. Today's launch brings the number of cities currently receiving personalized real-time traffic data to 26, with the high speed rollouts continuing throughout the year.

TrafficStation continues to bolster its comprehensive, real-time traffic information with award-winning Web design, state-of-the-art database and Internet technology to create the most advanced, consumer-oriented traffic reporting system available. As an added option, the myTrafficStation™ suite of services provides customized traffic reports delivered through text and voice alerts via all standard telephones, pagers, wireless telephones, PDA's, WAP enabled devices and other wireless communication devices.

"Today TrafficStation takes another important step in our rapid North American expansion," commented Geoff Halstead, TrafficStation's President and CEO. "As we continue to improve our overall customer experience, our commitment to deliver the most comprehensive traffic and traveler information services any time and anywhere drivers need it is stronger than ever."

Real-time traffic, transportation and traveler information is gathered by TrafficStation's expert reporters located throughout the country and is fused with state-of-the-art interactive reporting methodologies. This information is updated continuously by experienced BattleStation Operators who monitor the ever-changing travel conditions faced by commuters daily. TrafficStation further augments this information by utilizing partnerships with state and local Departments of Transportation to provide the most complete traffic information possible.

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## *TrafficStation Continues Rapid National Rollouts*

### **About TrafficStation**

TrafficStation ([www.trafficstation.com](http://www.trafficstation.com)) launched on October 1, 1997 and is the leading national provider of personalized traffic and traveler information via the Internet, telecommunications and mobile wireless devices. Services are currently offered in 26 major metropolitan areas in the United States and Canada with a rapid North American rollout continuing throughout 2000.

Current clients and partners include Microsoft, Zip2/Alta Vista, Motorola, InfoSeek/Go Network, Vicinity *MapBlast!*, MyWay.com, AvantGo, and Phone.com. Traffic Station leadership has been recognized through its selection as Partner in the AZTech and Trips123 Federal Model Deployment initiatives in Phoenix, Arizona and New York, New York. TrafficStation is also working with Microsoft to deliver its traffic solutions to Windows CE devices, with PalmComputing for popular Palm devices and with Phone.com to deliver solutions through Wireless Applications Protocol (WAP) and Wireless Mark-up Language (WML) to a broad array of wireless phones and hand-held devices.

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**Traffic Station, Inc. Contacts:**

*Press Queries*

**Nazan Armenian**

Fleishman-Hillard (CA)

(213) 489-8270

[armenian@fleishman.com](mailto:armenian@fleishman.com)

**AT&T WIRELESS SERVICES PARTNERS WITH TRAFFICSTATION TO  
PROVIDE PERSONALIZED, PROACTIVE TRAFFIC ALERTS TO USERS  
OF NEW DIGITAL POCKETNET SERVICE**

*TrafficStation Strengthens Position as Leading Provider of Personalized Traffic Information  
and Alerts in Explosive Market of Wireless Internet Services*

**LOS ANGELES, (May 22, 2000)** – Combining customized traffic information with a superior wireless service, TrafficStation has partnered with AT&T Wireless to provide proactive, real-time and route-specific traffic alerts to users of the recently launched AT&T Digital PocketNet Service<sup>sm</sup>. As North America's leading provider of personalized traffic and traveler information via the Internet and wireless communications devices, TrafficStation, Inc. ([www.trafficstation.com](http://www.trafficstation.com)), is the content provider of choice in the wireless internet services market, providing the most practical and empowering offering available.

The partnership offers motorists the real-time, route specific traffic and routing information they need any time, anywhere, and any way they want it. TrafficStation proactively sends personalized alerts for unexpected delays without requiring the customer to initiate a request. As the market for mobile interactive data services expands with offerings such as AT&T's Digital PocketNet Service, Traffic Station is leveraging powerful technologies to provide relevant, accurate and timely traffic and traveler information in one seamless service spanning the Internet, broadband, digital television, wireless communication devices, Palm PCs and in-vehicle systems.

“Integrating TrafficStation with AT&T Wireless’ state-of-the-art mobile service answers the consumer demand for truly functional and accessible information at any time or location,” said Geoff Halstead, President and CEO of TrafficStation. “With the convergence of Internet and wireless devices, consumers will now become more reliant on mobile technology for daily information, work management and entertainment. Our partnership with AT&T Wireless allows us to provide consumers with greater utility and increased value - at their fingertips.”

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“Adding TrafficStation to our PocketNet offering will help us personalize and ultimately enhance our subscribers’ wireless and Internet experience,” said Kendra Vander Meulen, senior vice president of product development and strategy at AT&T Wireless Services. “Providing consumers easy access to customized traffic information through our service will grant them the added advantage and control over travel conditions affecting their daily commute.”

### **About TrafficStation**

TrafficStation ([www.trafficstation.com](http://www.trafficstation.com)) is North America’s leading provider of personalized traffic and traveler information via the Internet, telecommunications and mobile wireless devices. Services are currently offered in 27 major metropolitan areas in the United States and Canada with a rapid North American rollout continuing through 2000.

Current clients and partners include AT&T Wireless, Microsoft, Zip2/Alta Vista, Vicinity *MapBlast!*, MyWay.com, AvantGo, Phone.com and US Wireless Corporation. TrafficStation leadership has been recognized through its selection as Partner in the AZTech and Trips123 Federal Model Deployment initiatives in Arizona and New York. TrafficStation is also working with Microsoft to deliver its traffic solutions to Windows CE devices, with PalmComputing for popular Palm devices and with Phone.com to deliver solutions through Wireless Application Protocol (WAP) and Wireless Mark-up Language (WML).

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