



PRESS RELEASE

TRAFFICCAST INTERNATIONAL ADAPTS TRAFFICSUITE™ SYSTEMS FOR MEDIA APPLICATIONS WITH DISTRIBUTION PARTNERS WEATHER CENTRAL AND MYWEATHER

*APPLICATION ENABLES INTEGRATED TRAFFIC & WEATHER FOR
MEDIA AFFILIATE WEB SITES*

Madison, December 4, 2006 – TrafficSuite™, the comprehensive traffic data aggregation platform of TrafficCast International, is now supporting traditional media applications with the launch of RouteCast™, to be distributed by Weather Central, Inc. and MyWeather LLC, strategic alliance partners of TrafficCast International.

TrafficCast International is the foremost developer of predictive and flow traffic information in the world. TrafficCast's technology was recently deployed in the world's largest cell probe system in Shanghai. Over the last ten years, TrafficCast has developed an extensive suite of traffic engineering technologies and software applications to aggregate traffic impact data and model dynamic travel time forecasts. Known as TrafficSuite™, this proprietary technology platform monitors over 350 data sources and provides standardized data feeds for 180 markets that support the real-time requirements of existing and emerging communications and distribution channels.

RouteCast provides local affiliates real-time traffic and weather information in complementary ways from on-air to print to online. Combining Weather Central's proprietary MicroCast™ and visual display technologies with TrafficCast International's patented systems, technologies and ITS expertise enables affiliates for the first time to offer "Traffic & Weather Together" as a fully integrated data set. The result is not merely weather and traffic reports offered consecutively, but dynamic impacts on travel time caused by weather, incidents and bottlenecks.

The launch client for RouteCast is WRAL-TV/Raleigh-Durham, the CBS affiliate leading the nation's 29th TV market. WRAL-TV and its interactive team helped pioneer the online product, a crucial component of the full RouteCast solution. As a beta, it can be viewed at <http://www.wral.com/traffic>. More information about RouteCast itself is available at <http://www.routeCast.com/>.

"Weather Central and MyWeather are excited to partner with TrafficCast International to develop and deliver the market's first integrated traffic and weather solutions," said Terry Kelly, President and CEO of Weather Central. "Research clearly shows there are two significant categories that attract viewers and ultimately online users. The first is weather, and a close second is traffic. This strategic alliance will address the sweet spot of that research."

"We were initially attracted to RouteCast because of the market leadership of the companies involved. A compelling local traffic brand starts with the best locally available data and talent," said Chuck de Court, WRAL Station Manager.

"TrafficCast International is delighted to announce this further association with both Weather Central and MyWeather," said Dr. Connie Li, co-founder and CEO of TrafficCast International. "WRAL is one of the most innovative television stations in the country, and we're proud RouteCast and our TrafficSuite technology can help them enhance information services for their viewers."

About TrafficCast International, Inc. TrafficCast International is the leading provider of digital traffic data, with patented software and predictive models to produce route-specific real-time traffic information and travel time forecasts for traditional and emerging traffic information markets. Privately-held, TrafficCast International is a subsidiary of TrafficCast Inc, and is backed by angel and venture capital investors. The company is based in Madison, Wisconsin and has a branch office in Shanghai. For more information, see www.trafficcast.com.

About Weather Central, Inc.: Weather Central, Inc., founded in 1974 by broadcasters and meteorologists and based in Madison, Wisconsin, is the leader in providing professional on-air, online, and print weather systems and forecasting utilizing dynamic weather graphics, precise forecast models and data, and patented technology to over 500 customers worldwide. Its subsidiary MyWeather LLC provides patented, personalized weather technologies to media clients and consumers for use on-line, on mobile devices, and on-demand. It serves 400+ broadcast television stations, more than 500 on-line newspapers and print customers, and nearly two million on-line users.

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