

Press Release

TrafficCast International to Integrate LandSonar Traffic Data

Will Enhance Accuracy of Forecast Travel Times by Blending Real-Time With Recurrent Traffic Information

Madison, WI, December 5, 2006 - TrafficCast International, Inc. the leader in real-time traffic data aggregation and analysis announces it is licensing LandSonar's Predictive Speed (LPS™). This agreement will enable TrafficCast to extend its patented TrafficSuite™ platform and offer next-generation traffic services integrating its incident, speed and weather data with LandSonar's traffic pattern data to TrafficCast's customers in traditional and interactive media, fleet management, and the public sector. Future products will deliver enhanced travel time estimates, and optimized routing forecasts for a host of applications.

For over three years, LandSonar has collected billions of open and proprietary historic GPS and sensor observations to develop highly accurate traffic prediction capability for the entire continental US. TrafficCast aggregates real-time information from over 350 data sources in the US, provides nationally normalized data feeds and sophisticated traffic impact modeling tools for 180 markets. TrafficCast International's technology was recently deployed in the world's largest cell probe system in Shanghai. Offerings from both companies currently interoperate with the top location applications and leverage industry-standard mapping data from both NAVTEQ and Tele Atlas.

"TrafficCast is a leader in the research and development of impact modeling for real-time and forecast traffic," said Jonathan Hubbard, CEO and co-founder at LandSonar. "This agreement brings their customers even closer to perfect routing based on the best data integrated in the best solutions. We are proud to join their "A" list of data suppliers and work together on future offerings."

"LandSonar has done incredible work in amassing and modeling archived traffic data based on GPS sources," said Connie Li, CEO of TrafficCast International. "We're confident that allying the traffic engineering expertise and information

technologies of our two companies will further refine routing and navigation tools for our respective clients."

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 LandSonar Inc. LandSonar is the leading supplier of highly-accurate, full coverage historical traffic speeds used to increase routing accuracy for fleet, logistics and navigations systems. In use for end-customers, leading routing solution and LBS developers, its products give meaningful "Speed Ahead!™." The company's unique data approach, patented science, and sophisticated understanding of historic traffic enable it to deliver data for bringing certainty to solutions vastly improving efficiency, shortening travel times and increasing satisfaction. Funded by select individuals and founders, LandSonar is based in San Francisco, California. For demonstrations of partners' products powered by LandSonar and more information, visit www.landsonar.com or email sales@landsonar.com.

###

© 2006 TrafficCast International, Inc. All rights reserved.

Contacts

TrafficCast International, Inc. Nick Kiernan 608-268-3927 n.kiernan@trafficcast.com LandSonar, Inc.
Mark Sole
415-483-1474
msole@landsonar.com

This press release may include "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements in this press release include expectations about product development and services provision. Actual results may differ materially from those contained in the forward-looking statements in this press release. TrafficCast International and LandSonar undertake no obligation and do not intend to update such forward-looking statements to reflect events or circumstances occurring after this press release. Undue reliance should not be placed on these forward-looking statements, which speak only as of the date of this press release. All forward-looking statements are qualified in their entirety by this cautionary statement. TrafficCast International and the TrafficCast logo are registered trademarks, and TrafficSuite is a trademark of TrafficCast International, Inc. All other product or service names or marks are the property of their respective owners.