



**Press  
Release**

## **Paul Schneider Elected To TrafficCast International's Board**

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### **Election Coincides with Close of Series A Round**

*Madison WI, June 19, 2007* - TrafficCast International, Inc., a leading developer of digital traffic data and software for next-generation traffic information services, today announced that Paul Schneider has been elected to its Board of Directors. The election of Mr. Schneider coincides with the close of the company's approximately \$2 million Series A Round of funding.

Mr. Schneider is a Director for Schneider National Inc., a premier provider of truckload, logistics and intermodal transportation services. Headquartered in Green Bay, Wis., Schneider National has provided expert logistics and transportation solutions for more than 70 years. As Director, Mr. Schneider is responsible for new business development and pricing of over \$3.5 billion in annual revenue through Schneider's global client base in more than 28 countries in North America, Europe and Asia.

Mr. Schneider received a bachelor's degree in economics from Northwestern University, Evanston, Ill. He earned a master's of science degree in information systems from the University of Wisconsin.

"I am excited to join TrafficCast International's Board and help support its dynamic expansion in traffic information services," commented Mr. Schneider. "I know firsthand how significant accurate traffic information is to fleet and logistics management. I am pleased to help guide TrafficCast international, the predictive traffic information and technology leader."

“We are delighted that Paul is joining the TrafficCast International team,” said Dr. Connie Li, co-founder and CEO. “Our board now has deep experience in fleet logistics, media, traffic theory, software development and the public sector and can provide meaningful guidance and perspective for our core distribution channels.”

TrafficCast International’s Board of Directors also includes Terry Kelly, President of Weather Central Inc. and Chairman of MyWeather LLC, market leaders in weather data and production graphics for media; Dr. Bin Ran, Co-Founder of TrafficCast Inc., industry expert and Full Professor in the Transportation Engineering Department at the University of Wisconsin; and Dr. Connie Li, Co-Founder and CEO of TrafficCast International Inc. Supplementing the Board are three observers, Lauren Flanagan, Managing Director of Phenomenelle Angels Fund I, LP, CEO of SCIO Corp and serial software entrepreneur; Joseph Hildebrandt, Managing Director of Phenomenelle Angels Fund I LP, and a life-time partner of Foley & Lardner LLP; and Barbara Boxer, Managing Director of Women Angels of Milwaukee and Florida and General Counsel and Director of Governmental Affairs of PDM Bridge, LLC.

**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. Growing revenues derive from distribution channels ranging from portals to fleet logistics to media and the public sector. The company is based in Madison, Wisconsin and has a branch office in Shanghai, China. For more information, see [www.trafficcast.com](http://www.trafficcast.com)

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