



November 6, 2009

Dear Distributors, Colleagues and Friends,

I am pleased to announce the incorporation of Kent Brothers to Peek Traffic Corporation team. Kent will be employed as Peek's Executive Vice-President and will report directly to me and the Board of Directors of Signal Group.

Peek's growth has brought new challenges to Signal Group. We have multiple operations in different locations and there are many opportunities to streamline processes and procedures in all areas of our company. Kent will help us with continuous improvement projects that will help our organization become more efficient.

As Executive Vice-President, Kent will be responsible for the day to day operations and management of Peek. He will work very closely with the sales team to improve our level of service and provide more effective solutions to your needs. With the operations team, Kent will be involved in the continuous process of identifying best practices across the organization, standardizing operations and procedures, making more efficient use of resources and improving our quality performance.

Kent has over 18 years' experience in the leadership of critical sourcing, product development and process optimization strategies. Kent has led major initiatives for CEMEX—the world's leading supplier of building materials. Kent held progressively responsible roles with CEMEX. He has designed, developed and supported lean supply chain systems and process integration solutions for clients, distributors and suppliers in over 26 countries around the world. His positions included: Global Sourcing Market Intelligence Director (2003-2008); CEMEX WAY Committee Director for E-commerce (2000-2002); among others.

Kent received an International Management Executive MBA from Stanford University in 2002. He has a Master of Science degree in Administration (1995) and a Bachelor of Arts degree in Mathematics (1993) from Texas A&M University, he also completed advanced studies in international development & macroeconomics policy management at Harvard University (1998). Additional studies included strategic alliances, and

mergers & acquisitions (Kellogg Graduate School of Management, 1999). Kent is fluent in both English and Spanish.

Kent will be a great asset to the team. He will be spending the first few weeks traveling to our different facilities getting familiar with our team members, our products and our operations please give him all your attention and support.

As part of Kent incorporation to Peek, it is our plan to re-arrange Peek's corporate structure. Sales and Operations will report directly to Kent. The Finance & Management as well as Engineering teams, will provide service to fulfill Peek's needs, and will report directly to Signal Group.

At the same time and due to the new structure, I am sorry to announce Tim O'Leary's separation from Peek Traffic Corporation. We wish to thank Tim for his contributions to Peek and US Traffic over the last 9 years and especially acknowledge his success in the development and significant growth of our business. We are confident that Tim will succeed in any new venture he decides to embark. We wish Tim success and blessings. Tim will stay with Peek until December 31, 2009.

Peek Traffic Corporation and US Traffic are committed to provide quality traffic products and exceptional service. We have enjoyed a successful partnership with an outstanding family of distributors, and we intend to continue to build on that foundation. This is a significant change for our company, and I know that we can count on you to help facilitate a smooth transition. In general, we would expect most of your day-to-day interactions with Peek to be unaffected by this change, as we continue our work together to meet our customers' needs.

Tim, Kent and I will be actively engaged in the transition of responsibilities over the next few weeks. Thank you in advance for your support to them and the entire Peek leadership team during this transition, and please join me in wishing Tim every success in the future.

Sincerely,

Rolando Garcia
COO-Signal Group