



Peek To Reorganize Sales and Engineering Teams New Global Focus in Product Development and Marketing

PALMETTO, FL – January 8, 2010 — Beginning this month, Peek Traffic Corporation will be undertaking an effort to reorganize and restructure to better meet the needs of the global traffic industry marketplace. Peek is happy to announce several important organizational changes.

On the product development side of the organization, we will be forming the "Signal Group Technology Solutions" business unit. The goal is to use the best talents and man-power of the greater organization in order to increase our speed to market and spur greater innovation.

Similarly, on the sales and marketing front, DJ D'Alfonso, North American Eastern Regional Sales and Luis Lopez, North American Western Regional Sales, will now be reporting directly to Kent Brothers, the Executive Vice President of Peek Traffic. In addition, a new team member, Luis Villarreal will be taking on the role of Strategy and Traffic Intersection Product Director, also reporting to Mr. Brothers. Mr. Villarreal will be responsible for Sales out of our Palmetto, Florida offices, as well as the development of new intersection sales strategies and marketing initiatives.

These and future changes are designed to compliment the strong product line and industry knowledge of Peek Traffic Corporation, and thus enhance future product development and sales efforts with an International focus.

Peek Traffic Corporation has a rich history dating back to the beginnings of traffic control equipment. The first production traffic signals, the first weigh-in-motion sensors, and the first menu driven traffic controllers are all part of the Peek Traffic heritage. Today, Peek Traffic is one of the most trusted and widely recognized providers of traffic control hardware and software, data and classification hardware, tolling equipment, cabinets and cabinet UPS systems, and vehicle detection equipment in the world. With recent developments in laser detection systems, advanced video algorithms, advanced traffic controllers, and feature-rich, standards-based software systems, Peek Traffic Corporation continues to be a global leader in transportation safety solutions and intelligent transportation systems.

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