

## **U.S. Traffic Awarded New York City DOT Contract** ***Company wins its third consecutive procurement agreement with NYC Department of Transportation***

January 21, 2011 — U.S. Traffic Corporation, a driving force of innovation in the intelligent traffic control industry, is pleased to announce that the company has recently been awarded a procurement contract by the New York City Department of Transportation (NYC-DOT). This contract will provide advanced solid-state traffic control devices to expand system upgrades across the City of New York. The agreement calls for U.S. Traffic to supply traffic control cabinets, intersection signal controllers, as well as related software and hardware over the next several years to replace aging electromechanical controller systems throughout New York City.

Rolando Garcia, Chief Operations Officer for the Signal Group, discussing the companies' continued growth, stated, "We are very pleased to have this opportunity to continue our partnership with New York City; affirming our commitment to offer the best, most sustainable solutions in traffic technologies."

The bid requirement and scope of this multi-year project focuses on the balance of New York City's more than 12,000 signalized intersections. US Traffic will provide equipment and software which will be compatible with existing VTCS operation, existing ASTC equipment provided by US Traffic on previous procurement contracts, and also the National Transportation Communications for ITS protocol (NTCIP).



New York City's original Phase I and Phase II traffic control procurement contracts were also awarded to U.S. Traffic. As a result U.S. Traffic has already provided over 8,900 controller cabinets, from 2001 through 2010. The New York City Department of Transportation awarded U.S. Traffic the phase III contract based on its previous performance in delivering leading edge traffic control technology, and on its demonstrated responsiveness in meeting NYC-DOT technical requirements.

Mike Hobbs, V.P. of Operations for US Traffic and Peek Traffic Corporation, noted, "This contract marks the third award in a row by the New York City DOT to our organization; this last phase being the largest traffic control contract ever awarded in North America, and is based upon our demonstrated expertise and ability to provide the latest technology in intersection control."

### **US Traffic / Peek Traffic Contact:**

*Joaquin Segl*

*V.P. of Sales and Marketing, US Traffic Corporation & Peek Traffic Corporation  
(941) 845-1200*

*Peek Traffic and U.S. Traffic are the most trusted and widely recognized providers of traffic control hardware and software, data and classification hardware, tolling equipment, cabinet UPS systems, and vehicle detection equipment in the world.*