Business Contingency Group to Deploy TrafficCast TravelZone™ - Data Analytics For Critical Travel Routes

Application Supports En Route Travel Advisories and Performance Measurements

Madison, WI: October 23, 2007 – Business Contingency Group, a leader in disaster recovery and emergency management planning services, has engaged TrafficCast International and its TravelZone™ application to provide actionable traffic impact data for WebEOC® *ST* the industry-leading Crisis Information Management Software for the surface transportation sector. TrafficCast, a leading developer of digital traffic data and software for next-generation traffic information services, developed TravelZone, to support logistics and deployment needs with en route advisories and performance measurements.

Designed to process a range of traffic and travel information affecting time-critical deployments for both private companies and public agencies, TravelZone enables relevant real-time and predictive information to dispatch controllers as well as field managers. WebEOC *ST* provides real-time information to facilitate coordination and decision-making for planning, training and emergency response, recovery and continuity of government and business operations.

"The need for better situational awareness is a key driver for our agencies and clients. Transportation issues are increasingly important, whether being a target for an attack or in situations ranging from evacuation support to coordinating transportation resources,"

said Lee Goldstein, President/CEO and founder of BCG. "TrafficCast's applications and experience together with BCG's surface transportation WebEOC *ST* environment will enable public and private sector agencies and organizations to have relevant real-time transportation information within their Emergency Operations Centers and Management Centers."

"The focus of TrafficCast is traffic impact data aggregation, analysis and travel time forecasts, while BCG is the leader in emergency management support," commented Connie Li, CEO of TrafficCast. "We are proud to adapt our expertise to the time critical missions supported by BCG."

About Business Contingency Group (BCG) Business Contingency Group is a Strategic Development Partner and authorized VAR of WebEOC software products. WebEOC is the industry-leading Crisis Information Management Software (CIMS), linking local, state, federal, volunteer, private and even worldwide sources together, providing real-time information to facilitate decision-making in emergency situations. In addition, the Business Contingency Group is the developer of the WebEOC Surface Transportation solution (WebEOC-ST) and Exclusive Provider to the Surface Transportation Sector. For more information visit www.businesscontingencygroup.com

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 backed by angel and venture capital investors. The company is based in Madison, Wisconsin and has a branch office in Shanghai, China. For more information, visit www.trafficcast.com

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