

Personalized, Real-time Traffic Information...

RatRaceUSA is a new **personal traveler information service**. Each minute, our service processes speed information from hundreds of traffic sensors and calculates exit-to-exit estimated travel times along Northern Virginia highways. Subscribers receive **customized, real-time traffic reports – direct to a cell phone or PDA.**



RatRaceUSA's Current Coverage Area

Unlike a vague radio report that tries to cover the entire metro area in 20 seconds, RatRaceUSA delivers a report for the road you want to hear about, and provides the **current speed and estimated travel time between each exit**. The service currently covers I-66, I-95, I-395, and parts of I-495. Plus, you can schedule your report to be sent when you need it – before you leave home, as you leave work – any hour of the day.

...When You Want It, How You Want It

Your personalized traffic report can be scheduled for delivery via e-mail or SMS text messaging. Or, you can access it on-demand, via your WAP-enabled wireless device (see a sample on our cover) or any web browser at www.RatRaceUSA.com.



Sample Traffic Report via SMS Text Messaging

RatRaceUSA – for the Road Warrior who knows how to get ahead. Sign up for your **free trial** today at www.RatRaceUSA.com.

“Sounds Like a Really Great Service, But ...”

What About the Price?

Subscribers receive unlimited personalized traffic reports for up to 4 routes – all for only \$9.00 per month.

Not Sure if

RatRaceUSA is Right For You?

Try Before You Buy - **Sign up for a free one-week trial** at www.RatRaceUSA.com.

Choose a customized route, decide how and when you'd like to receive your traffic reports, and you're on your way. There's no obligation - you don't have to provide any payment information to take advantage of the free trial, and there's no need to cancel if you decide it's not for you. If you like the service, come back to the website and subscribe.

Like the Service, but

Lack a WAP-enabled Wireless Device?

No problem - in addition to WAP access, RatRaceUSA offers **text messaging through Short Message Service (SMS)**. When you choose your route, just select “SMS Text Messaging” and enter your wireless phone number. Your report will be sent in a concise SMS-friendly format.

Don't Have a Cell Phone at All?

We're sure there are a few of you out there, and that's OK – traffic reports can be scheduled for delivery by **e-mail**, or you can access them on-demand from **any web browser**.

Not in Our Coverage Area?

Check back soon at www.RatRaceUSA.com. We're still expanding!

Personalized Traffic Reports on Your Cell Phone or PDA

So, you're still listening to traffic reports on the radio.

Aren't you tired of:

- ⇒ Listening to reports about roads you're NOT on?
- ⇒ Vague sound bytes about traffic "moving well" or volume that's "heavy and slow"?
- ⇒ Sitting in the traffic jam behind the accident that you DIDN'T know about when you decided to get on the Capital Beltway this morning?

If this sounds like your typical commute, then we've got the tool to get you moving again – **RatRaceUSA**.

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Let **RatRaceUSA** take you
through the maze...

"Old Trap, New Tech"