

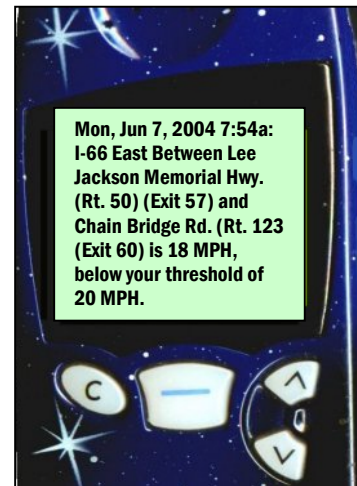
SpeedAlerts™: **Customized Traffic Alerts,** **Direct to Your E-mailbox or Cell Phone**

Every day, countless DC area commuters face this scenario: you leave your office at “the usual time,” then sit in stop-and-go traffic because of an accident. Frustrated and drained, you get home late, having missed the chance to have dinner with your family.

Consider an alternative: just before your usual departure time, you receive an e-mail alert that traffic along a particular segment of the highway you usually take has just slowed to 10mph. Armed with this real-time information, you take an alternate route, avoid the highway, and arrive home on time - without the frustration of sitting in a seemingly endless traffic jam.

SpeedAlerts™ is a new traveler information service that tells you when traffic tie-ups occur along your commuting route. You can receive customized e-mail and text message alerts when speeds along your commute fall below a threshold that you select. The SpeedAlerts™ service allows you to:

- Monitor as many road segments as you want to
- Define time periods when you want to receive alerts
- Set the speed threshold to receive an alert
- Receive alerts at your home and / or business e-mail
- Receive alerts on your cell phone
- Receive unlimited alerts each month
- Receive a discount for quarterly or annual subscriptions



The SpeedAlerts™ Service:

Trichord receives real-time traffic speed information from sensors placed in and along highways in Northern Virginia. By registering at www.SpeedAlerts.com, you can select which roadways to monitor, when you would like to receive an alert, and where you would like the alert sent. You can select a speed threshold for each road segment.

For example, if you commute each day from Haymarket to Washington via I-66, you can elect to monitor all road segments along I-66 between Haymarket and I-495. You can set the speed threshold to 20mph and choose to receive eastbound alerts from 7 - 9am and westbound alerts from 4pm – 6pm. You can provide up to three destinations for your alerts – such as your home e-mail, your work e-mail, and your cell phone. When traffic speeds meet your parameters, you'll receive an alert, and you can make an informed choice about when to leave your home or office and whether to take an alternate route.

Compatibility:

The SpeedAlerts™ service sends alert messages by e-mail and Short Message Service (SMS) text messaging. Alerts can be sent to any internet e-mail address, and any cell phone or wireless device that is compatible with SMS. Most cell phones will work, and many calling plans don't charge a fee to receive SMS messages – we recommend that you confirm compatibility and pricing with your cellular provider.

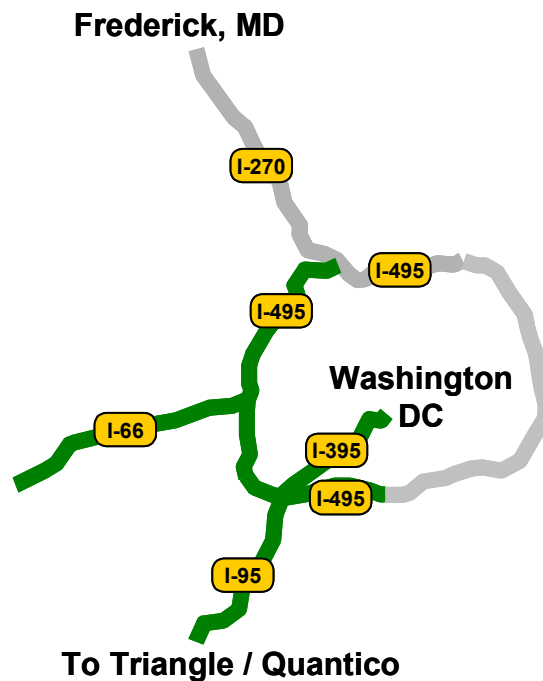


Headquarters:
12888 James Monroe HW
Leesburg, VA 20176

Websites:
www.trichord-inc.com
www.NOVAcommute.com

Contact:
Craig Franklin, President
(703) 737-0162, caf@trichord-inc.com

Coverage Area:



Covered Roads

- I-495 (Dulles Toll Road to the Woodrow Wilson Bridge)
- I-66 (Haymarket to I-495)
- I-395 (I-495 to Washington, DC)
- I-95 (I-495 to Quantico)

Pricing:

Unlimited access to the SpeedAlerts™ service costs \$6.95 per month. Discounts are available to users who subscribe on a quarterly (\$5.95 / month) or annual (\$4.95 / month) basis.

Getting Started:

To register for the SpeedAlerts™ service, visit www.SpeedAlerts.com and click on “Subscribe Now.” After creating your account, you will be asked to select roads to monitor, select speed thresholds, and hours during which you wish to receive an alert.



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