

## City of Newark Selects Redflex Traffic Systems to Provide Red Light Safety Enforcement at Dangerous Intersections

**New Jersey's largest city to utilize photo enforcement safety technology**

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Redflex Traffic Systems, Inc., a wholly owned subsidiary of Redflex Holdings Limited, is pleased to announce a partnership with Newark, New Jersey to provide photo enforcement at dangerous intersections in the city. Newark, with a population of approximately 300,000, joins Edison, New Jersey as one of the first cities in the state to use red light photo enforcement.

In January 2008, a five-year pilot program was established in New Jersey in order to determine the effectiveness of traffic control signal monitoring systems. Under the state's Department of Transportation (NJDOT), the state of New Jersey is now operating a Red Light Running Automated Enforcement pilot program.

"While bringing jobs and revenues to Newark is important, this program was created to reduce lawlessness and save lives, which is critical," Mayor Booker said. "We will save lives in all of our neighborhoods. I commend our Department of Engineering and the New Jersey Department of Transportation on developing this program," Mayor Booker said.

The program will begin with ten intersections, but the contract calls for up to 400 systems and provides for a contract term of five years with one two-year renewal. The intersection at Broad Street and Raymond Boulevard in Newark is the site of the first red light camera in the city. The heavily-trafficked intersection of Broad Street and Market Street will be the second site in Newark. These represent the two most dangerous intersections in the city, according to city officials.

"Newark's decision to implement this important safety program is significant as New Jersey looks to photo enforcement as a tool to reduce collisions," said Karen Finley, President and CEO of Redflex Traffic Systems. "We look forward to working with the City to realize the benefits of this technology that have been experienced by cities in 25 other states across the country."

NJDOT will continue to determine specific locations across the state that have a demonstrated history of violations and accidents related to red light running. The pilot program will assess if a photo enforcement system is an effective long-term tool to increase safety at these locations.

Redflex Traffic Systems, Inc. has contracts with more than 240 U.S. cities, and is the largest provider of digital red light and speed enforcement services in North America. With photo speed programs in 9 states and photo red light programs across 21 states, Redflex has consistently led the market in contract wins, system installation rates and market share.

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