



## Release to Australian Securities Exchange

### **Redflex Wins Head-to-Head Pilot Competition in City of Corpus Christi, Texas**

**22 February 2007**

Redflex Traffic Systems Inc, a wholly owned subsidiary of Redflex Holdings Limited, is pleased to announce the execution of a new contract with the City of Corpus Christi, Texas. This contract resulted from a formal tender process and a competitive head-to-head field trial.

#### **The City of Corpus Christi, Texas**

The City of Corpus Christi has a daytime population of approximately 300,000, is the county seat of Nueces County, and is located on the South Texas coast.

Redflex was awarded this contract as a result of a formal Request for Proposal, customer reference checks, corporate office and customer site visits, and a competitive head-to-head pilot program.

The head-to-head pilot program required Redflex and two competitors (American Traffic Solutions and Siemens Energy and Automation) to install and operate a fully functional program for a period of 30 days. The City evaluated each vendor on factors that included program management, system performance, image quality, ease-of-use, and back-office capabilities. Upon conclusion of the City's due diligence and evaluation; Redflex was unanimously ranked #1.

The contract is for up to 10 intersections with a term of five years, plus two, one-year automatic renewals.

"It is rare for a City to require a head-to-head competition between multiple vendors. This challenge required the installation and operation of each vendor's latest technical solutions, and it enabled the City to truly evaluate vendors on their actual performance. As a result the sales process was simplified, enabling the City to evaluate each vendor's true operational competencies. The selection of Redflex in this environment demonstrates our proven and leading capabilities vis-à-vis the competition" said Karen Finley, CEO.

Redflex Traffic Systems Inc has contracts with more than 100 USA 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 17 states, Redflex has led the market in installed systems, installation rate and market share over the past 12 months.

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