

## **Redflex Installs 1000<sup>th</sup> Camera in the United States**

**1 November 2007**

Redflex Traffic Systems Inc, a wholly owned subsidiary of Redflex Holdings Limited, has announced a major milestone with the installation of its 1000<sup>th</sup> photo enforcement camera in the United States.

The achievement exceeds company expectations for this stage of FY08, reaffirming Redflex's position as US market leader in photo-based traffic safety solutions.

With 123 photo enforcement cameras in the four months to the end of October, Redflex now expects to install over 360 camera systems in the 2007-2008 financial year.

Chief Executive Officer of Redflex Holdings Limited Graham Davie said: "Redflex continues to make significant inroads into the US traffic camera market, which is experiencing exponential growth. With close to 50% of market share, and approximately twice the size of our next competitor, Redflex is consistently outperforming expectations.

"Our assessment is that the US market could grow to represent a multi-billion dollar industry. We believe that Redflex is in the premier position to capture a significant proportion of that growth.

"With penetration of photo-based traffic safety solutions in the US estimated at currently less than 10% of potential, this indicates strong long term growth prospects for Redflex."

Redflex camera installations in the US have grown consistently from 463 in 2005, to 667 in 2006, and to 877 in 2007.

Redflex's 1000<sup>th</sup> camera was installed in the city of Chicago, which currently has the largest deployment of red light cameras of any city in the United States, with 110 systems in total.

Redflex Holdings Limited will pay its inaugural dividend of 3.5 cents per share on 2 November 2007. The 2007 Annual General Meeting will be held in Melbourne on Friday, 16 November.

### **Redflex Traffic Systems Inc**

Redflex Traffic Systems Inc now has contracts with more than 170 US cities, and is the largest provider of digital red light and speed enforcement services in North America.

With photo speed programs in 9 states, photo red light programs across 19 states, and contracts with 80 new municipalities in the last 12 months, Redflex consistently leads the market in contract wins, system installations rates, and market share.

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