

Redflex Executes Three Photo Enforcement Contracts and Pioneers its 20th State

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Redflex Traffic Systems Inc, a wholly owned subsidiary of Redflex Holdings Limited, is pleased to announce the execution of photo enforcement contracts with the cities of Beverly Hills, California; Carrollton, Texas and North Las Vegas, Nevada.

Beverly Hills, California

The City of Beverly Hills has a population of 35,000 and is located in the western part of Los Angeles County.

Having used photo enforcement since 1997, Beverly Hills followed a very judicious and in-depth process for vendor evaluation. Using a 100 point system and evaluating on criteria such as project methodology, camera equipment, violation processing system and services, court integration, references, and financial considerations; Redflex achieved 92.5 points and the nearest competitor achieved 74.25 points with the scoring going down from there. Additionally, the City made physical visits to the headquarters and processing centres for each qualified vendor and to various vendor-supported operational programs across the USA.

This contract was awarded to Redflex as a result of the aforementioned highly competitive tender.

The scope of the program includes red-light enforcement at up to twenty enforcement locations, with a maximum full term of five years, commencing with a 12-month verification and validation protocol.

"Participating in a year-long competitive process, intense examination and acute due diligence, we are extremely pleased to be selected to support this marquee program. Aligning with the City's sterling reputation for excellence, the City of Beverly Hills has the standing of being the industry's benchmark against which all other programs are measured. This is truly a superb opportunity for the Redflex team to showcase its capabilities and we are delighted to be the vendor identified as the most qualified to support this great city" said Karen Finley, CEO RTSI.

Carrollton, Texas

The City of Carrollton has a population in excess of 120,000 and is geographically situated in the Dallas/Fort Worth Metroplex in Dallas County. The scope of the program includes red-light enforcement at up to twenty intersections, with a term of five years, plus two 2-year automatic renewals.

North Las Vegas, Nevada

The City of North Las Vegas which has a population of approximately 200,000 and is situated in the Las Vegas metropolitan area, is one of Nevada's fastest growing cities located in Clark County.

The scope of the program includes implementing a pilot program at up to 2 locations for demonstration purposes. The data provided from this demonstration will be utilized in the upcoming Nevada legislative session to establish the feasibility and efficacy of photo enforcement. The term of the contract is through mid-2011. Upon a successful legislative effort, Redflex secures and maintains the exclusive right to execute a comprehensive citywide program with an additional term of five years, plus two 2-year automatic renewals, or potentially through 2018.

"As the industry leader, we are pleased to be working with the City of North Las Vegas supporting their early adoption of photo enforcement. We were selected to collaborate in this process based on our unique documented track record of pioneering inaugural programs and supporting the passage of enabling legislation in numerous states across the union" said Karen Finley, CEO RTSI.

Redflex Traffic Systems Inc 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 and photo red light programs across 20 states, Redflex has consistently led the market in contract wins, system installation rates and market share.

For further information:

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