

Phoenix Arizona Chooses Redflex Traffic Systems

1 June 2009

Redflex Traffic Systems, Inc., a wholly owned subsidiary of Redflex Holdings Limited, is pleased to announce our executed contract with the City of Phoenix Arizona.

Phoenix AZ

Phoenix is the 5th largest city in the United States and has a population greater than 1,600,000 citizens.

The minimum scope of the contract is for twelve fixed camera sites and two mobile speed systems, with a contract term of three years, plus two one-year extensions.

During the term of this relationship, the contract explicitly allows for the solution expansion, including the enforcement of:

- Mid-block speed
- Railroad crossing
- Light-rail crossing
- Secondary violation capturing and processing

Phoenix was awarded to Redflex following a highly competitive tendering process. The City was previously serviced by regional competitor American Traffic Solutions.

"This is an amazing opportunity for Redflex. Phoenix is one the largest cities in the US and is home to our new US corporate headquarters. When it comes to photo enforcement, the City of Phoenix is one of the most knowledgeable and experienced cities in the US. Having worked with other technology providers like ACS and most recently ATS, the City clearly understands technological nuances and performance variances, and has high customer service expectations. Understanding the City's goal to utilize photo enforcement technologies to reduce traffic collisions, Redflex is the most qualified partner for the City to vastly expand upon the current scope of the program to include large-scale rollouts of new enforcement solutions such as the ones highlighted above" said Karen Finley, CEO/President.

Redflex Traffic Systems, Inc. has contracts with more than 235 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.

For further information:

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