



Release to Australian Securities Exchange

Redflex wins \$34 million Contract in the Kingdom Of Saudi Arabia

2 November 2009

The directors of Redflex Holdings Limited are pleased to announce that wholly owned subsidiary Redflex Traffic Systems Pty Ltd has signed contracts with the Etihad Al Afandi consortium, worth about A\$34 million over a five year period.

The contracts are to provide Photo Enforcement Systems for the Automated Traffic Violations Administering and Monitoring (ATVAM) project awarded by the General Traffic Directorate / Ministry of Interior (MOI) for the Kingdom of Saudi Arabia.

The systems are for three major areas of the Kingdom of Saudi Arabia: the Eastern Province, including the cities of Dammam, Khobar and Dhahran; Aseer Province, including the cities of Abha, Khamis Mushait and Ahad Rufaidah; and the region of Tabuk.

The contracts are for the supply of speed enforcement systems, supply and set up of a Violation Processing Centre (VPC), and operations and maintenance of the VPC for a period of five years.

There is identified potential for additional related contracts which could substantially increase the value of these contracts.

The speed camera systems are Redflex' field proven and world leading products in this area. The Violation Processing system is based on Redflex' proven Image and Infringement Processing System (IIPS), which provides efficient high volume processing of traffic violations.

Mr Graham Davie, Chief Executive of Redflex Holdings Limited said: "Al Afandi Establishment, the leading partner in the Etihad Al Afandi consortium has represented Redflex as a distributor for many years, and it is very pleasing to see this major project come to fruition through the efforts of both companies. The Redflex solutions are world leading and have been in operation in a pilot program in the cities of Riyadh and Jeddah for approximately seven years. We look forward to working with Etihad Al Afandi and delivering Redflex' state of the art photo enforcement solutions to enhance traffic safety outcomes in the Kingdom of Saudi Arabia"

Al-Afandi Establishment is a Saudi-owned establishment with over forty years of local experience in government contracts, large construction, developments, technology innovation and application, operation and maintenance, electrical, mechanical, communication, security and electronics works.

Redflex Traffic Systems Pty Ltd manufactures and supplies traffic cameras and processing systems to world-wide markets. Redflex is the market leader in Australia and has either won or is developing significant opportunities in the Middle East, Asia, Africa and Europe.

Redflex Traffic Systems Inc has contracts with more than 250 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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