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### **American Traffic Solutions Continues Growth with 10 New Contracts**

SCOTTSDALE, Ariz. (April 13, 2011) - In the first quarter of 2011, 10 cities in Colorado, Florida, Missouri and New Jersey signed contracts with American Traffic Solutions to install and maintain more than 100 red-light safety and speed safety cameras, furthering ATS' position as North America's market leader in road safety camera installations.

"We are honored to be a part of so many cities' efforts to make driving safer for families in neighborhoods around the country," ATS President and CEO James Tuton said. "Road safety cameras save lives. All too often, it is the innocent driver, bicyclist or pedestrian that is the victim in speed or red-light running related collisions. Road safety camera programs help reduce injuries and save lives by changing driver behavior."

Cities that signed new contracts with ATS are: Boulder, Colo.; Plantation and Davie, Fla.; Ferguson, Mo.; and Haddon Heights, Hamilton Township, Hasbrouck Heights, Middle Township, Morristown and Union Township in New Jersey. Also in the first quarter, 16 cities in five states authorized expansion of their existing road safety camera programs.

The number of communities using road safety camera technology has grown sharply in the past decade, according to the Insurance Institute for Highway Safety. In 2000, 25 cities embraced the technology. Currently, more than 600 communities use road safety camera programs. A recent IIHS study credited red-light safety cameras with saving 159 lives over a five year period, and said the cameras could have prevented a total of 815 deaths had the technology been used in more large U.S. cities.

#### ***About American Traffic Solutions:***

ATS is proud to be the market leader in road safety camera installations in North America. ATS has more than 2,600 installed red-light and speed safety cameras serving more than 30 million people. We have contracts in nearly 300 communities in 21 states and Washington, D.C., including: Fort Worth, Kansas City, Los Angeles, Memphis, Nassau County (N.Y.), New York City, Orlando, Philadelphia, Seattle, St. Louis and more. ATS also offers PlatePass, an automated electronic toll payment service that enables rental vehicle customers to use high-speed, cashless electronic toll lanes. ATS is a privately-owned, U.S. corporation. For more information, please visit: [www.atsol.com](http://www.atsol.com) or [www.PlatePass.com](http://www.PlatePass.com). To view video that serves as a chilling reminder of the dangers that red-light runners present to our family and children; visit ATS on YouTube here: <http://www.youtube.com/user/ATSRoadSafety>

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