

FOR IMMEDIATE RELEASE



Cellint Announces the Completion of the Expanded Phase of Cellular-Based Traffic Data Delivery for the SRA in Southern Sweden

Lod, Israel – November 13, 2008

Cellint Traffic Solutions (www.cellint.com), the premier provider of real-time traffic information over the roads based on data extracted from cellular networks, announced today that it already completed the implementation of the expanded phase in the region of Skåne and that it delivers real-time traffic data by its' TrafficSense system to the Swedish Road Administration, over all the additional roads.

Cellint has been providing real-time road traffic information for the Swedish Road Administration since July 2007 through Info24, its Swedish integration partner, (www.info24.se). This project was initiated after a comprehensive bidding procedure where Cellint's TrafficSense system was chosen to deliver road traffic data in the region of Skåne, both on highways and arterials, including city streets in Malmö and Lund.

The Swedish Road Administration had decided to extend the term of this project and to expand Cellint's scope by 60% to most of the main roadways in that area. This significant expansion covers both rural and urban roadways, city streets and intersections.

Sorin Sima, P&D Manager ITS of the Swedish Road Administration in Skåne Region said: "We are glad to have an opportunity to receive Cellint's real-time traffic data over a much larger metro area and we expect to expand Cellint's scope over additional roads by the end of this year. This expansion and extension of the project will enable the Swedish Road Administration to improve its service to the commuters and to maintain an efficient road transport system.

"We are proud to expand our services to the Swedish Road Administration", says Ofer Avni, Cellint's CEO. "As in all our projects, we are committed to maintain the best data quality and the highest level of service. This project is an opportunity for us to demonstrate also in Europe the great benefits of cellular-based traffic monitoring, in comparison to all other FCD detection methods, such as ANPR and GPS tracking aggregation, which are unable to detect slowdowns in real-time".

Cellint will be exhibiting at the **15TH World Congress and Exhibition on ITS** in NYC and its representatives will be available for private meetings and further discussions about TrafficSense and Cellint's projects worldwide at **Booth #278** in the World Congress' exhibit hall at Jacob K. Javits Convention Center, NYC.

Mr. Ofer Avni, Cellint's CEO will participate also as a speaker at this World ITS Congress in the following sessions:

- Session IS04 - about "GPS vs. Wireless Probe-Based Systems for Real-Time Road Traffic Monitoring and Traveler Information" in Room 1, scheduled for Wednesday, November 19 between 13:30-17:00
- Session TS112 (Traffic Monitoring) - about "Advanced Traffic Managements and Probes" in Room 9, scheduled for Thursday, November 20 between 10:30-12:00
- Session TS128 (Floating Car Data Collection for Incident Detection) - about "Performance Envelope of Cellular-Based Technology for Incident Detection and Traffic Management" in Room 11, scheduled for Thursday, November 20 between 13:30-15:00

About Cellint Traffic Solutions

Cellint is a global provider of cellular-based detection solutions. Its traffic data is being used to manage roadways and to provide traffic data to drivers (TrafficSense) and also by cellular operators, to optimize their RF performance and better manage their network (NetEyes).

Based on its proprietary and non-disruptive technology, TrafficSense system delivers highly accurate travel times, traffic speeds and incident alerts in real-time through the analysis of anonymous cell phones traveling the roads.

TrafficSense is the only system of its kind, worldwide, which proved to provide highly accurate traffic data under independent evaluations, with only few minutes' delay in detecting slowdowns. This was validated by several Departments of Transportations and cellular operators (all reports are available upon request).

Cellint's systems are deployed with great success over thousands of kilometers in the US, Europe and Israel.

For more information about Cellint Traffic Solutions and TrafficSense, please visit the company's website: www.cellint.com.

About Info 24:

Info 24 is an ITS-Exchange and a service integration partner that helps companies and organisations exchange business critical information such as Traffic information and financial data within or between organisations and technical systems. Info 24 translates, transforms and exchanges technical information in real-time through its distributed information platform IMX, (Information Media Exchange). www.info24.se.

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