



T E L E G R A

Smart Traffic Management®

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ITS America Recognizes Telegra's 'Green' Signs

Fuel Cell Powered Trailer Mounted LED Signs are Best of ITS Award Finalists

DALLAS: February 4, 2009 – The Intelligent Transportation Society of America (ITS America) recognized Telegra Inc., a leading provider of smart traffic management solutions, as a finalist in the 2008 Best of ITS Awards. Telegra's fuel cell powered trailer mounted LED signs were honored for "Best Innovative Practice" at the annual awards for the most innovative, effective, and influential achievements in the Intelligent Transportation System (ITS) industry. ITS America presented the awards during the 15th World Congress on Intelligent Transportation Systems in November 2008.

Telegra created environmentally friendly fuel cell-powered trailer-mounted LED signs as a "green" alternative for roadway managers who use portable signage. The trailers, which use fuel cell technology for power, are available in two models: one is an LED speed matrix display, and the other is a small LED variable message sign. In addition to the important needs that both types of portable signs fulfill along roadways, these fuel cell powered trailers offer a sustainable alternative to typical trailers with diesel powered generators.

"The government entities that most often use portable trailers with LED signs, such as city and county governments as well as local, state and federal highway departments, are often pressed to lower costs and, more recently, to consider the environmental impact of their actions," said Dr. John P. Kasik, president and chief executive officer of Telegra. "The fuel cell-powered trailer-mounted sign addresses both issues. For a local government or a highway department that is striving to protect the environment, these trailers allow them to do just that, serving as a catalyst for building goodwill within the community, as well as with other relevant constituents."

Telegra's trailer mounted LED signs rely on highly efficient methanol-based fuel cells to provide 12 Volt-5 Amp DC power to sustain unit operation over a continuous period of approximately one month without refueling. In addition, the fuel cells are clean and non-polluting, emitting only minute amounts of water and carbon dioxide. Trailers save money by not burning expensive fossil fuels and by reducing the labor necessary to refuel the typical portable sign trailer.

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ITS Recognizes Telegra...Page Two

The trailers not only save fossil fuels and reduce pollution, but they are also part of Telegra's long-term commitment to use the latest technologies to meet growing marketplace demand for cost effective, energy efficient, and environmentally sustainable products, according to Kasik.

"Telegra's fuel cell powered trailer-based signs confirm that the ITS industry is able to provide products that are both energy efficient and sustainable," said Kasik. "By applying the latest fuel cell technology to the popular trailer-based LED sign category, Telegra raises awareness of the ITS industry's commitment to protecting the environment while advancing LED-based traffic management solutions."

ITS America is a not-for-profit organization established to foster the use of advanced technologies in surface transportation systems. The organization is the leading advocate for technologies that improve the safety, security and efficiency of the nation's surface transportation system.

About Telegra

Telegra, Inc., is one of the leading providers dedicated solely to the transportation industry, specializing in the design, manufacture, installation, and maintenance of ITS solutions. For more than 20 years and 3,000 successful installations worldwide, Telegra has offered traffic management control devices and systems that meet the highest standards and is being recognized for its quality, exceptional durability, longevity, and reliability. Telegra's products feature state-of-the-art technology and are engineered to unsurpassed performance – from LED Variable Message Signs, Emergency Roadside Call Systems, and Roadside Field Controllers to a unique topXview Intelligent Traffic Managers™ for highways and tunnels. Additional information can be found at www.telegra-inc.com.

MEDIA CONTACT

Keith Hobbs
Michael Burns & Associates, Public Relations
214-521-8596 Phone
214-521-8599 Fax
Email: khobbs@mbapr.com