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FOR IMMEDIATE RELEASE

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THE TRAFFIC GROUP, INC. AND MHR TECHNOLOGIES, INC. ANNOUNCE EXCLUSIVE PARTNERSHIP

Baltimore and Rockville, MD – February 9, 2010 – The Traffic Group, Inc. and MHR Technologies have announced the formation of a new strategic partnership, offering integrated products and services to PK-8 private schools.

This partnership combines the award-winning *School-Pass*™ product and deep domain experience in traffic engineering services to address the demand for carpool dismissal security, safety, and efficiency.

“I am privileged and thrilled to be involved in a program that ensures the safety and security of our most precious cargo – our children,” says Wes Guckert, President of The Traffic Group, Inc.

School-Pass™, the leading dismissal management solution for PK-8 schools, has helped transform a manual, chaotic, and unsafe carpool dismissal process into a safer, faster, and more organized process, radically reducing parent wait time, reducing staff/administrative time, and reducing the traffic impact on nearby streets.

“Afternoon carpool dismissals for PK-8 students, particularly schools located on or near busy streets, have become such a major concern for school communities across the country. Our partnership with The Traffic Group, Inc. now allows a school to maximize the value of our *School-Pass*™ product by optimizing the traffic design and flow through pickup areas during peak arrival and dismissal periods. We are truly excited about this exclusive partnership with The Traffic Group, Inc., and to bring a truly complete and integrated dismissal management solution to schools” says, Mark Ruiters, Founder of MHR Technologies.

About The Traffic Group, Inc.

Headquartered in Baltimore County, Maryland, The Traffic Group, Inc. has been serving the community since 1985. The firm’s services include ALPR/ANPR sales and services, traffic engineering and transportation planning studies, expert testimony, roadway and parking lot design, and data collection services.

About MHR Technologies, Inc.

MHR Technologies, Inc. is located in Rockville, Maryland. The company was founded with the sole purpose of transforming PK-8 afternoon dismissal/pickup operations into a safer, faster, more efficient process. The *School-Pass*™ solution is focused on automating key activities of the arrival/dismissal management life-cycle (for parents, teachers, staff, and students), to provide an innovative and practical solution, used by partner schools since 2005.

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