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**SYRACUSE METROPOLITAN TRANSPORTATION COUNCIL NAMES BALTIMORE'S
TRAFFIC GROUP TO HANDLE TRAFFIC COUNT PROGRAM**

BALTIMORE, MD (3/28/11) — The Traffic Group, Inc. – the nation's leading traffic engineering and transportation planning firm – has won a contract to handle the federally-funded traffic count monitoring program for the Syracuse Metropolitan Transportation Council (SMTC).

The traffic count data compiled and analyzed by The Traffic Group will be used in modeling, the Transportation Improvement Program, long-range transportation planning, and other planning studies for SMTC, the designated metropolitan planning organization in New York State for Onondaga County and portions of Oswego and Madison counties.

The project also includes geographically referencing all designated locations.

The new contract is for two years, with an optional additional year should SMTC choose to extend the contract.

The New York program is the latest traffic data collection project undertaken by The Traffic Group. The company also recently was awarded a \$2.4 million contract to handle a similar traffic count program for the Arkansas Highway Transportation Department.

Wes Guckert, PTP, President of The Traffic Group, notes, "By collecting data at thousands of count locations, we are able to provide transportation planning agencies like SMTC with the information they need to continue receiving federal and state funding for their road systems."

Additionally, The Traffic Group has hired local, Syracuse residents to handle all on-site work for the Syracuse Metropolitan Transportation Council project. Contributing to the local economies, TGI hires local workers for all out-of-state projects.

With over 1,500 pieces of traffic data collection equipment, The Traffic Group has the largest inventory of such equipment in the U.S. The Traffic Group conducts more than 20,000 counts for clients annually, providing data for License Plate Survey/Origin and Destination Studies; Manual Turning Movement Counts; Parking Lot Occupancy and Turnover Studies; Pedestrian/Vehicle Classification Counts; Portable Machine Counts; Queuing Studies; and Speed, Travel Time, and Delay Studies.

In addition to its headquarters in Baltimore County, MD, The Traffic Group has offices in Virginia, Arkansas, Texas, and New York as well as on Maryland's Eastern Shore. The company provides consultation on all aspects of projects dealing with the movement of vehicles and pedestrians, including traffic engineering and transportation planning studies, expert testimony, roadway and parking lot design, and data collection services.

For more information about The Traffic Group, visit the company's website at www.trafficgroup.com.