



WDRB-Television

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WDRB Helps Louisville Drivers **Beat the Traffic®**

(LOUISVILLE) –WDRB and WDRB.com are happy to announce that they have reached an agreement to work with Beat the Traffic®, a patented traffic solution. Beat the Traffic®’s new and highly innovative traffic reporting system will significantly help Louisville drivers ease their daily commute. The station is the first local television station in Louisville committed to bringing their audience real-time, data-driven traffic reports each week day morning. Beat the Traffic®’s cutting-edge technology will provide a dynamic 3-D perspective of roads and highways displaying current traffic conditions throughout the region. WDRB-TV will display their new system shortly after October 28, 2009.

WDRB 41 viewers, as well as WDRB.com users will benefit from real-time traffic speed information in all of Louisville, which will help better plan their commutes and react to traffic problems. WDRB’s most up-to-the-minute traffic reports will be complemented with instant trip times on key routes such as Interstate 71, 65, and interstate 64.

WDRB 41 will also report significant traffic incidents on other Louisville roadways, leveraging the ease of use and striking graphics of the system. “Traffic is a big challenge in Louisville and our viewers can really use the help WDRB 41 and WDRB.com will provide using the Beat the Traffic® system,” says WDRB News Director, Barry Fulmer. “We chose Beat the Traffic® because it is the only system providing truly real-time traffic speeds in Louisville. The system is also very easy to use and is visually far superior to the competition.” “In addition, the team is a pleasure to work with.”

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WDRB will also debut on their web site WDRB.com, a high-value, innovative traffic reporting using leading-edge technology from Beat the Traffic®. WDRB.com will be the first in the market to feature such innovations as travel time forecasts, MY Traffic alerts and a point to point trip time widget. Jeff Stanton, Web Manager for WDRB.com, says “The ease of use of the Beat The Traffic® online and mobile products are unparalleled in the industry”.

“We are very excited to partner with WDRB to bring our traffic reporting system to Louisville,” says Andre Gueziec, President & CEO of Triangle Software, the operators of the Beat the Traffic® software. “It is a pleasure working with WDRB to create this striking, user-friendly experience providing valuable and actionable information to travelers.”

WDRB 41, a Fox affiliate, is owned by Block Communications Inc, (BCI) is a 107-year-old privately held diversified media holding company headquartered in Sylvania, Ohio. It has primary operations in CableTelevision, Newspaper publishing as well as other Broadcast Television Stations, High-speed Internet and Residential Telephone services. More information can be found at <http://www.blockcommunications.com>. WDRB 41’s Web address is www.WDRB.com.

About Beat the Traffic®

Based in Santa Clara, CA, Triangle Software LLC d/b/a Beat the Traffic® is the fastest-growing provider of vehicle traffic reporting solutions. Acclaimed for its visually-striking graphics, simple setup and user-friendly interface, Beat the Traffic® received the Television Broadcast magazine’s NAB Top Innovation Award. Triangle Software is a National Science Foundation funded early innovator in traffic prediction and presentation science.

For more information please contact Andre Gueziec at (408) 777-6600 and visit www.trianglesoftware.com and www.beatthetraffic.com/Louisville-Traffic for real-time traffic update in Louisville. The Beat the Traffic® technology is protected by U.S. Patents Nos. 6,989,765, 7,161,497, 7,221,287, 7,375,649, 7,508,321, 7, 557,730 and 7,610,145 and additional patents pending.

For more information on WDRB 41 traffic coverage or other WDRB 41News related items, please contact Barry Fulmer at bfulmer@fox41.com.