



FOR IMMEDIATE RELEASE

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TIME WARNER CABLE OFFERS CUSTOMERS A SOLUTION TO SOUTHERN CALIFORNIA'S TRAFFIC WOES

Beat the Traffic,' is launched on-air, on-line and on mobile devices

EL SEGUNDO, CA (January 11, 2010) – Time Warner Cable brings a unique new traffic information service exclusively to digital cable customers called, [Beat the Traffic®](#). Available on multiple platforms, **Beat the Traffic®**, offers real-time traffic information on digital cable channel TWC SoCal 101, online at www.twcbtt.com and on mobile devices at www.twcbtt.mobi.

Beat the Traffic® programming airs on *TWC SoCal* Channel 101 during peak morning and evening commute hours, and provides real-time reports on traffic trouble spots in Southern California, including [Los Angeles](#), Ventura, Orange, [San Bernardino](#) and Riverside counties. **Beat the Traffic®** uses cutting-edge technology that provides 3-D maps of roads and highways, displaying current and real-time traffic data pulled directly from the California Department of Transportation (Caltrans), other local public traffic monitoring networks as well as GPS devices.

Every 10 minutes **Beat the Traffic®** will feature live in-studio reports that give viewers up-to-the-minute traffic information and instant trip times on key routes and also tips about alternate routes that can save them time. The traffic reports are anchored by veteran Los Angeles market traffic and news reporters, Sabina Mora, Tracie Savage and Steve Truitt.

“Beat the Traffic provides a simple way for our customers to check local traffic conditions at the press of a button,” said Time Warner Cable Regional Vice President Patricia Fregoso-Cox. Traffic is such a challenge for Southern California residents, we are excited to be able to provide local traffic updates on multiple platforms to Time Warner Cable customers.”

“We are very pleased to partner with Time Warner Cable to bring our traffic reporting system to the millions of commuters in the Southern California area,” said Andre Gueziec, President & CEO of Triangle Software, the company that operates of the **Beat the Traffic®** system. “Our award winning solution also features a travel time forecast component that is able to predict peaks of traffic for a specific route and best and worst times to leave.”

According to national studies, Southern California has the worst traffic congestion in the country, where commuters in the area spend an average of 70 hours per year or idle away 53 gallons of fuel sitting in traffic.

About Time Warner Cable

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable

Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at www.timewarnercable.com, www.twcbc.com and www.twcmediasales.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. Visit www.beatthetraffic.com or www.trianglesoftware.com. 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. Visit our youtube.com/beatthetraffic channel and follow us on Twitter at twitter.com/btt3d.

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