



Sunnyvale, CA Tuesday January 9, 2007– Beat The Traffic announced today that, effective immediately, John Savidge will assume the position of Director of National Affiliations. In this newly created position, Savidge will oversee strategy, product placement, and marketing of Triangle Software's Beat The Traffic on-air/online 3D animated traffic reporting system.

Savidge has more than 20 years experience in broadcast sales and marketing, having entered the industry in 1982, Savidge held several sales management roles in San Diego, Denver, and Colorado Springs. He then went on to become Westwood One's General Manager in San Diego for Shadow Broadcast Services and Metro Networks traffic and news operations. Throughout his tenure with Metro Networks he added television network affiliation duties in the West Region of the U.S.

Beat The Traffic/Triangle Software received today a second U.S. Patent entitled "System for Aggregating Traveler Information". The U.S. Patent Office has assigned Patent No.7,161,497 to Beat The Traffic's process for efficiently merging and validating real-time traffic/traveler information from a number of heterogeneous sources. Together with Patent No.6,989,765 this is the second Beat The Traffic patent, covering the back-end data processing and delivery operations. Beat The Traffic has several additional patents pending.

Based in Sunnyvale, CA, Beat The Traffic offers a complete solution for the broadcast of traffic reports, featuring consistent on-air and on-line components, 3-D animations, lower-third tickers, and a one-of-a-kind traffic forecasting system. Triangle's Beat The Traffic™ system produces clear, customizable, information-rich animations and received the Television Broadcast magazine's Top Innovation award at the NAB trade show. BeatTheTraffic processes and integrates real-time road traffic and weather information from numerous public and private sources and predicts traffic patterns so users can arrive at their destinations rested and ready. For more information, please visit www.trianglesoftware.com, or www.beatthetraffic.com.

CONTACT: A. Gueziec of BeatTheTraffic.com: