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WRAL.com helps Triangle Commuters Beat the Traffic®

WRAL.com launches on-line, personalized traffic reports to assist harried commuters of the Raleigh-Durham Triangle area.

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(Raleigh, NC and Santa Clara, CA) WRAL just introduced **WRAL.com users** to Beat the Traffic®, the nation's fast-growing traffic information platform that will help Raleigh, Durham and Fayetteville drivers ease their commutes. The Triangle metropolitan area has significant traffic congestion issues according to a recent study by the Texas Transportation Institute. The study reports that commuters in Raleigh Durham waste an average of 35 hours per year to congestion-induced traffic delays. This represents an entire work-or leisure-week wasted every single year!

WRAL.com is working to help commuters by offering high-value, innovative traffic reporting using leading-edge technology from Beat the Traffic®. WRAL.com will be the first in the market to feature such innovations as travel time forecasts, and a point to point trip time widget. The timing of the new service coincides with a busy travel period of the 4th of July holiday. Motorists will be able to check WRAL.com

traffic section to avoid accident and construction delays as they head to the beach or mountains.

Beat the Traffic® provides one-screen access to complete information including traffic speeds, incidents, camera snapshots and weather information on WRAL.com/traffic. A new trip-time widget rotates point to point travel times for the Triangle's key commute routes. The trip time widget is also available on WRAL.com's home page WRAL.com during peak hours.

Perhaps the most innovative part is the new My Routes personalization feature. WRAL.com visitors can personalize their traffic information by saving their routes on WRAL.com, being informed of instant trip times on their personalized routes and receiving SMS/text alerts on their cell phones or email when delays or incidents occur. Powered by INRIX data, the system's live traffic coverage has been expanded to cover a large number of routes in the Raleigh-Durham-Fayetteville area.

"With this new technology, our users are able to view traffic flow, speeds, incidents and travel times on major roadways throughout the region, while benefiting from the instant point to point trip times on our home page as well as the On-Time Traffic page" says WRAL.com's Creative Services Director John Conway. "We chose Beat the Traffic® because we wanted to provide a more useful and personalized traffic report, as well as a more tailored and timely traffic alerts service."

Beat the Traffic® is powered by INRIX, using their GPS enabled vehicle data to provide the most accurate traffic information. Beat the Traffic® grew its affiliates 50% in the past 12 months despite the most difficult economic conditions since the 1930s. Its highly innovative technology is protected by U.S. Patents Nos. 7,375,649, 7,221,287, 7,508,321, 6,989,765, and 7,161,487 and 5 additional patents pending.

"We're very pleased to partner with WRAL.com to bring our traffic reporting system to the Triangle area," says Andre Gueziec, President & CEO of Triangle Software, the operators of the Beat the Traffic®. "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 in the next 7 days.”

About WRAL

WRAL is one of the most-watched and most-respected local television news stations in the country, winning numerous regional Emmys and national reporting awards, in addition to being one of the highest-rated CBS affiliates in the country. WRAL.com also is the winner of numerous regional and national awards. The site averages more than 80 million page views and 3 million unique visitors a month. It also has one of the highest market penetration rates in the country. More than half of Raleigh-Durham adults with Internet connections visit the site each month, according to The Media Audit. Only Google and Yahoo claim a larger market share in the Raleigh metro area. For more information, visit WRAL.com, or follow us on Twitter at twitter.com/wral or on Facebook at facebook.com/wraltv.

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 or visit www.beatthetraffic.com or www.trianglesoftware.com and follow us on Twitter twitter.com/btt3d. For Raleigh-Durham Traffic, visit www.beatthetraffic.com/Raleigh-Durham-Traffic.

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