

Release to Australian Securities Exchange

Redflex Executes New Speed Enforcement Contract with Advanced Neural Network Automatic License Plate Recognition (ALPR) Engine for Real-Time Notification of Vehicles of Interest

8 December 2008

Redflex Traffic Systems, Inc, a wholly owned subsidiary of Redflex Holdings Limited, is pleased to announce a new comprehensive photo enforcement contract with the City of Show Low, Arizona

Show Low, AZ

As the commercial and tourism hub of the White Mountains, Show Low maintains a seasonal population approaching 30,000.

The contract scope includes fixed combination speed and red-light systems with the advanced Automatic License Plate Reader (ALPR) application for up to 10 systems with a term of five years plus two, two-year renewals.

“With the integration of a leading ALPR engine that uses an intelligent neural network recognition engine, the Redflex solution provides our end-users with distinct advantages over the conventional OCR applications espoused to be offered by our competitors. The Redflex solution provides our law enforcement partners a new bundled crime fighting device that provides real-time license plate cross-checks against various local, regional, state-wide and national databases for identifying vehicles of interest, and that notifies the authorities of identified situations including stolen vehicles, felony suspects and suspects of Amber Alerts. Built upon the robust Redflex platform, the integration of these types of advanced applications with our industry-leading red-light and speed enforcement solutions provide our customers with a truly unique and comprehensive tool-set for enhanced public safety” said Karen Finley, CEO Redflex Traffic Systems, Inc.

Redflex Traffic Systems, Inc. has contracts with more than 220 U.S. cities, and is the largest provider of digital red light and speed enforcement services in North America. With photo speed programs in 9 states and photo red light programs across 22 states, REDFLEX has consistently led the market in contract wins, system installation rates and market share.

For further information:

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