



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**METRO TRAFFIC  
ANNOUNCES NEW ENHANCEMENTS TO  
TRAFFIC DATA COLLECTION**

*-- Integration of GEWI's new TIC3 Software Platform will speed collection and enhance accuracy of real-time traffic information for broadcast, automotive, mobile and navigation customers --*

**New York, NY – April 22, 2010** – Metro Traffic ([www.metrotraffic.com](http://www.metrotraffic.com)), a Westwood One, Inc. division and a leading supplier of traffic information to the radio, television, mobile, navigation and automotive markets, today announced it has enhanced its traffic data collection infrastructure by purchasing the newest TIC generation, a traffic and traveler information processing platform from GEWI ([www.gewi.com](http://www.gewi.com)). TIC will be deployed in its nationwide network of traffic operation centers throughout 2010.

“Our commitment to providing our partners, as well as millions of commuters, with the best possible traffic product on the market continues,” said Steve Kalin, President Metro Traffic. “GEWI is both experienced and respected in the intelligent transportation community, and we are looking forward to working with them to enhance the most advanced traffic information network in the U.S.”

The TIC software will enable Metro Traffic’s 24/7 network of local operations teams, producers and reporters to more quickly collect, and better locate and reference, real-time traffic information. TIC will also expand Metro’s traffic coverage to additional roadways and new metropolitan markets, as well as provide enhanced location referencing, which will improve presentation for navigation and automotive partners. In addition, Metro Traffic will be able to better serve the public sector (DOTs) by providing the ability to collect and exchange information in any format between all agencies, departments, counties and states.

“We are thrilled to have been selected by Metro Traffic to support their advancement of traffic data quality in the U.S.,” said Hagen Geppert, CEO of GEWI. “Metro Traffic created the traffic reporting industry and we are confident that the integration of advanced GEWI software will help expand on their leadership position in the market.”

As the leading provider of traffic information, Metro Traffic reaches over 120 million commuters a day, providing accurate information in 130 markets through an extensive network of traffic operations centers. Metro Traffic provides traffic information services to 2,300 radio stations, 170 TV stations and over 700 local websites and recently acquired the Sigalert business from Jaytu Technologies, LLS.

**About GEWI**

GEWI develops TIC, a platform used to process data for information services, as proven in over 100 commercial and government projects, including live traffic information systems, operating worldwide. GEWI values customers and quality, and has been awarded ISO 9001 certification annually since 1998. TIC is available from and supported 24/7 by GEWI corporations in Europe, North America, and Asia and by partners globally.

**About Westwood One**

Westwood One (NASDAQ: WWON) is one of the nation’s largest providers of network radio programming and one of the largest domestic providers of traffic information in the U.S. Westwood One serves more than 5,000 radio and 170 TV stations in the U.S. Westwood One provides over 150 news, sports, music, talk and entertainment programs, features and live events to numerous media partners. Through its Metro Traffic business, Westwood One provides traffic reporting and local news, sports and weather to approximately 2,200 radio and TV stations. Westwood One also provides digital and other cross-platform delivery of its Network and Metro Traffic content to over 700 radio, television and newspaper affiliates.

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