



For Immediate Release

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Traffic Industry Veteran Doug Henderson Appointed US Western Region Sales Manager

Anaheim, CA, June 9, 2006 – Econolite, a premier traffic management solutions provider, announced today that it is transitioning traffic industry veteran Doug Henderson from Manager of Business Development to Western Region Sales Manager for the US market. Doug began his career in Oklahoma where he held the position of Transportation Manager for the City of Stillwater. He later joined the 3M Company and spent 23 years in Sales, Sales Management, and International Business Development.

Jeff Spinazze, Senior Vice President of Sales and Product Management comments, “This is an exciting opportunity for Econolite because Doug will bring considerable sales management from his experience with the 3M Company. Doug has spent 30 years in the transportation industry. He has developed an exceptional reputation within the industry. He has a ‘big picture’ approach to providing solutions and is extremely customer focused.”

Doug’s approach to sales has become a pure solutions-oriented process of identifying what the customer needs and offering a total-solution. When asked how he plans to coach his team, Doug responded, “I want to stress the importance of sitting back and listening to what the customer is saying about their biggest challenges and then bringing those challenges to the Econolite team to identify how we can partner with our customers to minimize these challenges.”

Doug will lead the entire Western Sales force, covering California, Nevada, Arizona, and Hawaii, in the team's effort to bring these geographic regions to new levels of transportation management.

For more information on Econolite, visit www.econolite.com

About Econolite – In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic management products and systems, including traffic controllers (NEMA and ATC/2070), traffic management systems - **Aries**[®], **icons**[®] and **PYRAMIDS**[™], **Autoscope**[®] video vehicle detection systems, arterial system masters, vehicle and pedestrian signals, traffic control cabinets, Data Collection and Management Services (DCMS), and a full line of transportation maintenance services. Econolite is committed to employing advanced technologies that reduce traveler time, ease congestion, enhance transit operations, provide safer mobility, and improve quality of life.

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