



For Immediate Release

Date: February 28, 2008

Econolite Celebrates 75 Years and Highlights 2008 as its “Diamond Anniversary – 75 Years of Innovisioneering”

Anaheim, California – February 28, 2008 – The year 2008 marks Econolite’s 75th Anniversary in the transportation management industry. The company’s diamond anniversary theme will focus on the “Econolite Family” - the employees, distributors, agents, and partners who throughout the years have had the vision to make the company’s innovations possible and whose inspiration comes from their valued customers.

Mike Doyle, Chief Executive Officer, remarks, “The strength of Econolite has always been in the people and the human capital that we develop now and in the future. (The people) will create the new innovations, the new products, and the new markets that will take us into the future and ensure that Econolite continues to make a positive impact on our driving public.”

Econolite started in 1933, at the height of The Great Depression. Even though there were less than a million cars in Los Angeles, congestion, and traffic management had already become a problem. At the time, A. Loomis and C. Chase ran a small toy business and specialty lighting company, when they met L. Jennings, who worked for the City of Beverly Hills. Jennings asked the partners if they could build a stop sign with a built-in flashing red light. To be effective, the flashing light had to be turned on and off depending on the time of day. Jennings solution was to control the light using a bi-metal sun valve – and the first Intelligent Transportation System (ITS) device, the “Econolite” was born.

From the beginning, Econolite has been operated with an entrepreneurial spirit of innovation. This spirit began with the first intelligent stop sign and has continued with the organizations ongoing passion for developing and distributing advanced traffic management software and hardware that supplies the nation’s transportation agencies.

In 1978, Mike Doyle and Steve Onderdonk purchased Econolite, just as the personal computer and the microprocessor were about to revolutionize the world. The advances in microprocessor technology served to mold Econolite and the entire transportation industry. As a result, the “Econolite Family” took the company through some of its best years of technological innovation and remarkable growth.

Today, Econolite serves transportation management agencies worldwide, and throughout the years has built a reputation of superior customer service, which has been instrumental in achieving its sustained growth and unprecedented longevity. “For years Econolite has been a leader in providing Caltrans with the highest quality traffic management products, which is quite an achievement because Caltrans establishes the highest standards in the transportation industry,” said Randell H. Iwasaki, Caltrans Chief Deputy Director. “Econolite manufactures reliable



Press Release



CONTROLLERS SYSTEMS AUTOSCOPE ACCESSORIES SIGNALS

equipment that maximizes efficiency and minimizes service calls and their related expenses,” Iwasaki adds.

Another long-time, loyal Econolite customer is Maryland State Highway Administration (MSHA). A spokesperson for MSHA was quoted, “We have been doing business with Econolite for over 20 years and we are pleased and proud to know that we are providing safety to our driving public with top quality traffic management technology.”

David St. Amant, Econolite President and Chief Operating Officer comments, “I am very proud to be a part of this team, its rich history and the company’s future moving forward. We will continue to focus on our customers, on our employees, and work diligently to deliver our Brand Promise and be the best company that we can be.”

Congratulations on 75-Years, Econolite Family.

For more information about Econolite visit www.econolite.com.

In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic controllers (NEMA & ATC/2070), **Aries**[®], **icons**[®], and **PYRAMIDS**[®] traffic management systems, **Autoscope**[®] video vehicle detection systems, arterial systems masters, vehicle and pedestrian signals, traffic control cabinets, data collection and management services (DCMS), Intelligent Intersection™ technology, 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.

##