



Press Release



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For Immediate Release

Date: February 5, 2007

Econolite Group, Inc. Announces its New Websites

Anaheim, CA – Econolite Group, Inc. announces the launch of its newly designed and updated websites. This is the fourth major upgrade to the Econolite site since the original launch in 1996 and the first unveiling of the Econolite International, Econolite Canada, and Team Econolite sites. Furthermore, the new and improved Safetran site has been added to this alliance.

The restructuring of the websites was a six-month project, designed by the in-house Creative Team, which included Marketing, I.T., and Account Managers as the “voice of our customers.” The site was designed with both the internal and external audience in mind. Visitors can learn more about the Econolite Group Inc. family of companies, history, office locations, and information regarding our valued partners. Additional features of the websites include links to each company, where specific information can be obtained based on the user’s interests.

Persephone Oliver, Vice President of Marketing for Econolite Group Inc., comments, “With the valuable feedback we’ve received from our customers and employees we were able to design a much faster, more user-friendly website, loaded with information regarding the latest innovative technologies available to the transportation management industry.”

As an ongoing project, Econolite Group, Inc. will continue to update the website with its most current product and service information.

For additional information regarding Econolite’s website, please contact Martin Zapata, Web Manager, at (714) 630-3700, ext 328.

Take a look and let us know what you think! Visit us at www.econolite.com

Econolite, a leading manufacturer of advanced traffic controllers (NEMA & ATC/2070), **Aries**[®], **icons**[®], and **PYRAMIDS**[®] traffic management systems, **Autoscope**[®] video vehicle detection systems, arterial system 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.

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