



Media Contact:
Tracy Clement
TClement@RobinTracy.com
(770) 401-8753

Radarsign™ Territory Expansion Provides Traffic-Calming Solutions to the Pacific Northwest

Portland-Based Traffic Safety Supply Company Tapped to Distribute the World's Only Armored Driver Feedback Signs

ATLANTA, Feb. 24, 2010—Radarsign™—the manufacturer of the world's first and only armored driver feedback signs—is expanding into the Pacific Northwest through an operating agreement with Portland-based Traffic Safety Supply Company (TSSCO). The business partnership gives TSSCO rights of distribution for Radarsign's traffic-calming solutions.

"Radarsign is the hands-down leader in design engineering for durable driver feedback signs," said Jeff Parson, Vice President of Sales at TSSCO. *"The Radarsign products are unmatched in several areas that are important to our customers. We carefully reviewed the attributes of Radarsign's products and feel strongly that no other radar sign on the market is as reliable or cost-effective. We know that roadside conditions are rough and our experience tells us that our customers need a radar sign that will survive those conditions."*

Prompted by a series of fatal accidents along a dangerous stretch of road in the Portland Metro Area, transportation engineers concluded that radar speed signs would play a vital role in bringing traffic speeds within posted limits. As a result, driver feedback signs from Radarsign were installed. *"We just completed initializing four of the Radarsign installations. Seeing traffic slow down within the posted speed—as the direct result of the radar feedback—was encouraging and dramatic. It makes me feel really good when I see our products making the roads safer for everyone,"* said Parson.

"Traffic Safety Supply Company has a reputation for excellent customer service, which was a key consideration in partnering with them," said Charlie Robeson, Director of Sales and Marketing at Radarsign. *"Our product line is a great fit for their territory. Not only are Radarsign armored products bullet and vandal-resistant, they are rain and weather-proof, an important consideration for this area of the country."*

About Traffic Safety Supply Company

Portland, Oregon-based Traffic Safety Supply Company has been manufacturing traffic signs, construction supplies and highway products since 1956. www.tssco.com

About Radarsign

In 2004, Atlanta-based Radarsign™ established new industry standards for traffic-calming solutions with the debut of the world's only **armored driver feedback signs, which are vandal, weather and bullet-resistant**. The industry's most durable radar signs are engineered to withstand the toughest environmental conditions with reduced ecological impact. Radarsign's products—the industry's most energy-efficient—utilize recycled components, innovative LED refractor technology, minimal battery power and solar panels to deliver bright, easy-to-read feedback to drivers. Radarsign has been entrusted to provide safe and effective traffic-calming solutions for: treasured national parks, children and families at schools and in neighborhoods, military bases that protect homeland security, and private and public development projects across the U.S., Canada and overseas.

www.radarsign.com.

###