



Media Advisory
Monday, Jan. 29, 2007

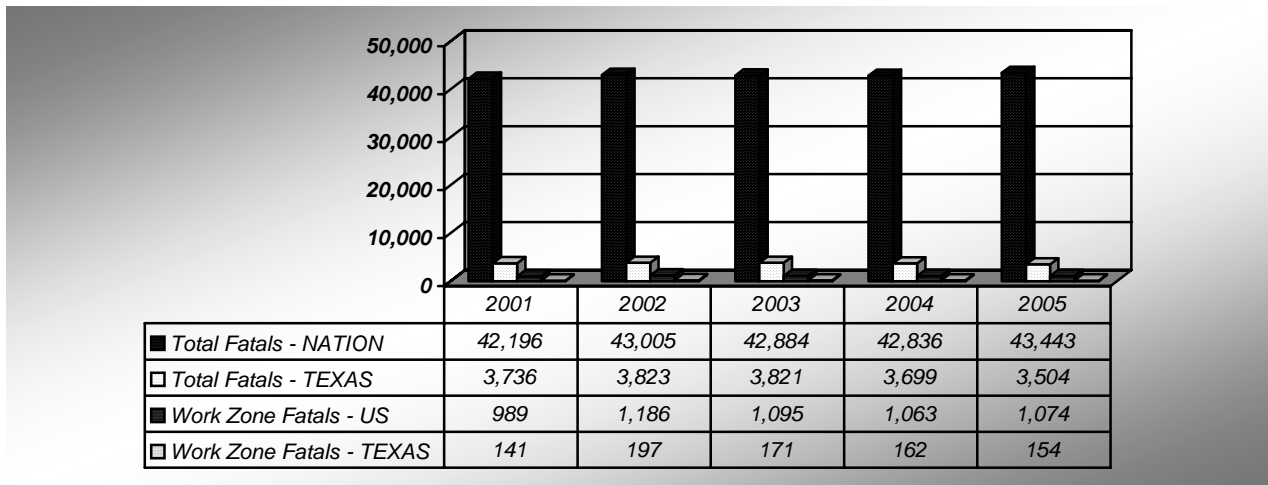
CONTACT: James Scott Baron
Cell: (540) 847-2800
JimB@atssa.com

**“New Products Press Conference” to Highlight
Lifesaving Roadway Safety Products for San Antonio Media**

Fredericksburg, Va. – The American Traffic Safety Services Association’s (ATSSA) 37th Annual Convention and Traffic Expo is well underway in San Antonio. Thousands of roadway safety professionals from around the country and abroad are currently demonstrating and displaying their lifesaving roadway safety products at the Henry B. Gonzalez Convention Center, and will continue to do so until 1:00 p.m., Jan. 30.

The San Antonio area media is invited to a **“New Products Press Conference”** in Room 208 at the convention center, beginning at 12:30 p.m. **today**. Nineteen new lifesaving roadway safety products will be demonstrated. ATSSA members manufacture and install the various roadway safety devices that motorists pass by or utilize every day. These include guardrails, bright reflective signs, roadway striping, lighting, and work zone safety equipment. ATSSA members are also heavily involved in roadway work zone safety and training.

Nearly 1,100 fatalities occur each year in roadway work zones nationwide – 75% of those fatalities are motorists. In total, over 43,000 people die on roadways across the country every year. ATSSA members across the country are working hard every day to help reduce these numbers through new innovations, technology and research.



(Source: Fatality Analysis Reporting System (FARS) Web-Based Encyclopedia)

NOTE TO THE MEDIA: If members of the media cannot attend the press conference today, but are interesting in touring hundreds of roadway safety displays and exhibits on the show floor – **the largest single display of roadway safety features in the world** – contact James Baron at the cellular telephone number above for immediate admittance to the event.