



MEDIA ADVISORY
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**ROADWAY SAFETY GROUP TO EXHIBIT LIFESAVING,
INNOVATIVE PRODUCTS IN PHOENIX**

Fredericksburg, Va. – Members of the American Traffic Safety Services Association (ATSSA), an international roadway safety association, will conduct their 35th Annual Convention and Traffic Expo in Phoenix, Feb. 25 – March 1, 2005. The event will be held at the Phoenix Civic Plaza (see links below for a complete schedule of events).

Every year, over 40,000 lives are lost on America's roadways (see statistics below). ATSSA members are committed to reducing the number of roadway fatalities and injuries through the development of innovative roadway safety products and services. ATSSA is the nation's leader in roadway safety issues, with heavy emphasis on work zone safety, pavement markings, signage and traffic control safety devices.

Since 1969, ATSSA has represented companies and individuals in the traffic control and roadway safety industry. ATSSA members *provide the majority of traffic safety features, services and materials used on America's roadways.*

Hundreds of booths, products, and a wide-variety of equipment will be in place in Phoenix during the show. ATSSA's Annual Convention and Traffic Expo is the *largest single display of traffic control equipment and devices in North America.*

On the web: www.atssa.com (click on the "Meetings and Events" link, then click on "Convention and Traffic Expo")

Complete schedule: <http://www.atssa.com/meetevents/expo/default.htm>

Products: www.RoadCommerce.com

Opening General Session Sunday, Feb. 27, 10:30 a.m. – 12:00 Noon
Featuring: Mary Peters (right), Administrator, Federal Highway Administration and former Arizona Highway Director. Archie Manning, the legendary football star, will also be on hand to speak about his principles for success.

A SPECIAL EVENT FOR THE MEDIA: NEW PRODUCTS PRESS CONFERENCE, Monday, Feb. 28 – 12:30 – 2:00 p.m. Exhibitors will demonstrate new products & services developed within the last calendar year that help save lives on America's roadways.

(Statistics follow next page...)



STATISTICS (Latest available, Source: Fatality Analysis Reporting System (FARS) Web-Based Encyclopedia)

Fatalities on Roadways:

	<u>Nation Total</u>	<u>Nation Work Zones</u>	<u>Arizona Total</u>	<u>Arizona Work Zones</u>
2003	42,643	1,028	1,120	36
2002	43,005	1,186	1,132	17
2001	42,196	989	1,051	23
2000	41,945	1,026	1,036	31
1999	41,717	872	1,024	29