

AIRSAGE POWERS POPULAR ONLINE MAPS

Traffic Data Enhancements Highlight Arterial Congestion, Improve Coverage for Google Maps

ATLANTA – March 23, 2009 – AirSage, the world leader in patented technology which turns real-time cell phone signals into meaningful location, movement and traffic data, announced a significant enhancement to its WiSE™ Traffic Service. The enhanced WiSE Traffic Service was recently integrated with Google Maps' traffic offering and is now powering the traffic feature in Google Maps in 20 major markets.

The patented WiSE Traffic Service is based on the location information of cell phones derived from wireless carrier cellular data. AirSage collects and analyzes these signals and produces more than three billion anonymous locations of people every day.

“Our goal is to power the leading traffic and location-based services applications in the world, so we view Google's adoption of our enhanced traffic data as a strong endorsement of AirSage as the leader in powering traffic and location applications using cellular signaling data,” said Cy Smith, CEO of AirSage, Inc.

Provided through standard APIs, the AirSage WiSE™ Location Data is available for use in a variety of applications from predictive analytics and travel-time estimates, and can also be layered onto larger migration, demographic and socio-economic analyses. Advertisers, social networking sites, DOTs, urban planners and a host of other solution providers will finally have easy access to a data source that they can be used for modeling and forecasting the location, movement and flow of people.

About AirSage, Inc.

Atlanta-based AirSage is the leading provider of location, movement and real-time traffic information based on cellular signaling data. AirSage's product lines, WiSE™ Traffic, WiSE™ Location and WiSE™ Movement, are all based on anonymous data derived from wireless carrier signaling data. WiSE Traffic covers more than 200,000 miles of the nation's roads and highways, including arterial roads. WiSE™ Location provides more than three billion individual location positions each day and WiSE™ Movement coordinates these locations into individual anonymous movement patterns. AirSage's WiSE™ Technology platform provides unprecedented visibility into how, when and where people travel throughout the day. For more information please visit www.airsage.com.

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