FOR IMMEDIATE RELEASE

Michigan Company Provides Information Radio Stations and Flashing Signs for
Salt Lake 2002 Olympic Winter Games

ZEELAND, Michigan -- January 31, 2002 -- Information Station Specialists (ISS) of Zeeland, Michigan, has been chosen to supply and install several Highway Advisory Radio Stations (HARS) and flashing-beacon advisory sign control systems to the Salt Lake City area for the Winter Games to begin in February. (See product overview at http://www.theradiosource.com/products_its.htm .) The equipment will be used by the Utah Department of Transportation (UDOT) to alert Salt Lake City motorists and Olympics visitors over their car radios of event information, directions, traffic backups and road conditions. According to ISS president Bill Baker, the effort to provide and install the equipment has been unprecedented. "Doing highway installation work in the middle of winter within the brief 45-day timeframe we've been given would be pressure enough. But add in that this is for the Winter Games with their stringent security requirements, and it really turns up the pressure for a perfect performance by our technicians."

ISS is a small, privately owned company that serves the entire United States in the niche market of AM information radio systems, licensed through the Federal Communications Commission (FCC). Primary users of the technology, in addition to departments of transporation across the country, include national parks, airports, military bases, tourism agencies and communities of all kinds.

Within the last few days, the Utah Department of Transportation has ordered two additional portable HAR stations from ISS to be used in conjunction with several fixed-location ones ISS already provided. The company will deliver these RoadRunnRs®, as they are called, within one week. (See more on RoadRunnRs at http://www.theradiosource.com/products_rr.htm .)

UDOT spokesperson Amanda Covington describes precisely how the HARS will be used: "UDOT will provide two types of broadcast messages. The first is proactive to alert motorists or motor carriers to 'know before they go' by using www.utahcommuterlink.com or 511 [phone line]. It tells people which exits to take, expected delays, alternate routes to congestion, etc. The second is a real-time message to alert motorists of an incident that lies ahead and a possible solution to avoid a closure or delay."

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Terrorist attacks/situations remain a very real threat wherever people gather with national press present. The State of Utah wants to be ready for any type of emergency that threatens public safety. According to Baker, so do communities of all sizes throughout the country. Last summer, ISS introduced the ALERT AM® Emergency Advisory Radio System, a similar product, tailored specifically for community emergency management agencies. Since September 11, the product has been in demand. (See more on the ALERT AM system at http://www.theradiosource.com/products_alert_am.htm .)

A number of communities in Michigan already have these Emergency Advisory Radio Systems: Isabella County (Mount Pleasant), Westland, Grosse Ile and Sterling Heights (Detroit area), with more coming online soon. (See a representative story at http://www.theradiosource.com/the_source_news_grosse_ile.htm .) Other Michigan stations, used primarily for travel and event information, operate from Holland, Kalamazoo, the Mackinaw Bridge and at the Grand Rapids and Detroit Metro Airports. Outside of Michigan, recent installations include clusters of emergency stations in New Jersey, California, Texas and Florida. Emergency Advisory Radio Stations are FCC-licensed on the AM radio dial, with a range of 3-5 miles. They are often programmed to work in conjunction with siren systems and switch automatically to play Weather Warnings from the National Weather Service. In non-crisis periods, the stations double as community bulletin boards and visitor information centers. They have an extended power backup system for uninterrupted broadcasting during power outages.

Information Station Specialists, Inc. (www.theRADIOsource.com), since its founding in 1983, has an installed base of more than 1,000 stations in all 50 states. Federal, state and local governmental entities and those they sponsor are issued licenses by FCC to use the technology. (See ISS backgrounder at http://www.theradiosource.com/about_us.htm .)

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Link to download-able, print-friendly photographic image (300-DPI TIF): http://www.theradiosource.com/Downloads/iss_sign.tif . See a low-resolution version on the last page of this release. (The following additional link offers a description of the flashing sign pictured: http://www.theradiosource.com/products_its_signs.htm .) Also, a statement from UDOT is attached, detailing how they are using the radio stations.

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A flashing travel advisory sign
such as those being used to manage
traffic at the Salt Lake 2002
Olympic Winter Games

The following statement is from the Utah Department of Transportation . . .

For additional information, please contact Amanda Covington, Director of Communications, Utah Department of Transportation, 801-965-4224.

How the Highway Advisory Radio System will be used for the Winter Games - 28 January 2002

The Highway Advisory Radio (HAR) radio network is a series of low power AM radio transmitters strategically deployed throughout the Winter Games Theater to broadcast traveler information in real time. The primary reason for utilizing this messaging format is to provide detailed messages regarding specific venues or events and provide explicit instructions regarding the best method to travel to them. These messages will be formatted to be less than three (3) minutes in length, which normally provides the listener with at least two chances to hear the complete message after allowing for travel speed and transmitter coverage area. The second, and ultimately more important reason for using the HAR is to provide real time incident information. This information will be updated by the Traffic Operations Center (TOC) Operations Personnel to inform the traveling public about incidents that will effect their travel further along the highway. This early warning and ability to provide detour directions will allow spectators to reach their respective venue site as quickly and efficiently as possible. The Department is expected to deploy at least 10 different transmitters with about half being permanent sites and the remainder being portable to broadcast different messages depending on the time of day, day of the week or as required to respond to incident management needs. The locations of the sites vary depending on coverage area and decision points to best support the daily commuters and visitors to Salt Lake City and the surrounding venue areas during the Winter Games.