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REDFLEX CONTRACT: DPS must publish schedule online to show photo-radar is not state money grab

GILBERT, AZ - July 18, 2008 - "If this is genuinely about safety then make the DPS publish the Redflex mobile camera van schedule online, and in advance." That's the advice to Governor Janet Napolitano from Don Norton of Cheetah USA LLC, the Gilbert based manufacturer/distributor of a revolutionary new GPS detector called the Cheetah GPSmirror, which alerts drivers to fixed speed cameras, red-light cameras, speed-on-green, mobile camera sites and accident blackspots throughout the valley, as well as the rest of the USA.



Cities like Avondale, Mesa, Prescott Valley, Tempe, and Tucson all follow industry best practice and already publish the locations of their photo radar vans weekly in advance. Is the DPS going to follow this best practice procedure? If not, will that be further confirmation of a state money grab, and that these cameras have little to do with the stated safety aims?

Norton explains, "If the aim of all these new cameras is genuinely to get people to slow down, and they're only ever going to be placed in dangerous, accident-prone areas, then there is obviously no problem with drivers using the Cheetah GPSmirror for safety reminders in advance of all these new photo enforcement locations. The end result is the same in terms of the stated safety goals - **the drivers have slowed down** - only the ones using our GPS detector won't have to stump for the fines. We're saying play fair with drivers; publish the locations, or it will give further ammunition to critics that these cameras are purely for revenue purposes. It would be very difficult to argue otherwise."

Cheetah's detector uses 100% legal GPS location technology to alert drivers to the location of safety cameras and other hazardous road areas. Fixed camera alerts are given at distances which vary from 400 yards to 800 yards depending on the speed or the road. It covers mobile camera positions in three separate ways:

1. Favorite locations that camera vans are known to use regularly are updated into Cheetah's proprietary Trinity Database. Drivers then download this data into the product using an Internet PC to receive safety reminders in advance of these **common mobile sites**. There are zero subscription charges or download fees for camera updates.
2. Drivers are able to store up to **100 personal locations** in the mirror's memory. Reminder alerts will always be given at these stored locations, until the driver chooses to delete them.
3. The 40 new mobile vans (and up to 160 new fixed cameras) will allow a threshold of 10 mph over the posted speed limit before ticketing drivers. On freeways like the 65 mph Loop 101 drivers can set an **OverSpeed Alert** feature to, for example, 75 mph. If they are just keeping up with traffic and unaware of their speed creeping 10 over, a voice alert will remind them to slow down safely, before they have even risked a ticket.

Norton adds, "This is not like a radar detector for speeders that gives false alarms and detects enforcement too late anyway. It's all about safety, and making drivers more aware of their speed, their surroundings and when they are approaching hazardous areas. It's something every driver can benefit from; commuters, business drivers, busy moms, senior drivers, everyone."

##ENDS

The Cheetah GPSmirror is available online now at www.GPSdetector.com or call (623) 748 4562