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School bus stop arm enforcement - distribution agreement within the USA

Redflex advises that Redflex Student Guardian Inc, the school bus stop arm enforcement product provider within the USA, has signed a distribution agreement with Blue Bird Corporation, a leading global school bus manufacturer within the USA, to provide the country's most comprehensive safety solution for stop arm enforcement.

The distribution agreement means that the highly effective Student Guardian safety camera system is now available to customers through the Blue Bird dealership network throughout North America.

A copy of a joint release from Blue Bird Corporation and Redflex Student Guardian is attached.

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STUDENTGUARDIAN™
Safeguarding Your Children



BLUE BIRD

Redflex Student Guardian™ Teams Up With Blue Bird Corporation to Offer Safety Camera Systems on School Buses

REFLEX Student Guardian™ monitors and detects drivers who illegally pass school buses while children are loading and unloading

PHOENIX, AZ – Blue Bird Corporation, a leading global school bus manufacturer, is proud to announce an exciting distribution agreement with REDFLEX Student Guardian™, which provides the country's most comprehensive safety solution for stop arm enforcement.

"Safety is behind every design and manufacturing initiative at Blue Bird. This valuable effort with Redflex provides school districts and contractors with an additional resource in further ensuring student safety, with the notable and unique element of integrated enforcement," said Phil Horlock, president and CEO of Blue Bird Corporation. "In collaboration with Redflex, the highly effective Student Guardian safety camera system is available from all Blue Bird dealers throughout North America."

REFLEX Student Guardian™ safety camera system monitors and automatically detects drivers who illegally pass school buses while students are loading and unloading. The cameras are installed on the front and rear driver's side of a school bus and are triggered to capture data when a vehicle passes the bus while the stop arm is extended and amber lights are flashing. Redflex Traffic Systems reviews the data, including photos and video of the incident, and then places the data into an electronic evidence file. Local law enforcement officers review the evidence to determine whether a citation is warranted.

"This swift procedure is seamless for districts and contractors, as all steps of this process are handled by Redflex. This is truly a turnkey program," said Thomas O'Connor, president of Redflex Student Guardian™, a wholly owned subsidiary of Redflex Traffic Systems, Inc.

Currently, nine states permit the use of automated enforcement on school bus stop arms, and legislators in seven more states are exploring opportunities for enablement. Additional states are expected to follow suit in the near future.

"It's unrealistic to think law enforcement officers can patrol hundreds of school bus routes on their own every day," said O'Connor. "Not only do the safety cameras monitor and deter drivers from breaking the law, they raise community awareness about school bus safety in general."

According to a 2012 study conducted by the Association of State Directors of Pupil Transportation Services, 28 states found that more than 88,000 vehicles illegally passed 100,000 school buses in a single day. That represents 16 million illegal passes nationally in a typical 180-day school year.

Student Guardian can be operated at no cost to taxpayers and without any upfront capital investment from cities, school districts or contractors. The Student Guardian program is fully funded by violations.

“Photo enforcement is one of the most effective ways to curb illegal school bus passing, while also holding violators accountable,” said Karen Finley, president and CEO of Redflex Traffic Systems. “Student Guardian serves as a constant reminder for drivers to stop behind every school bus and make sure those students are safe.”

School districts interested in learning more about stop arm enforcement and Student Guardian can visit www.redflexstudentguardian.com or contact a local Blue Bird dealer.

About Blue Bird Corporation

Blue Bird offers a complete line of Type A, C and D school buses in a variety of options and configurations. For more than 85 years, Blue Bird Corporation has continued to set industry standards with its innovative design and manufacturing capabilities. Additionally, Blue Bird provides comprehensive financial solutions through Blue Bird Capital Services. Today, Blue Bird has more than 1,500 employees, Georgia-based manufacturing facilities and an extensive network of Dealers and service-parts facilities throughout North America. Its global presence can be seen in more than 60 countries through sales into Africa, Asia, the Caribbean, Latin America, Europe and the Middle East. For more information, visit the Blue Bird Corporation web site at www.blue-bird.com.

About Redflex Traffic Systems®, Inc.

Redflex Traffic Systems®, Inc. a leader in road safety technology, operates more than 2,000 photo enforcement systems in more than 250 cities throughout the United States and Canada. With continuous development of new safety products, Redflex has been helping to reduce collisions and save lives for the past 25 years. For more information, visit www.redflex.com.

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