



FOR IMMEDIATE RELEASE

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**Cofiroute USA Selects Gable PR to Implement
National Program for Toll Road Management System**

IRVINE, Calif. – Cofiroute USA, an industry pioneer in managing and operating sophisticated systems for toll roads in the United States, has selected Gable PR of San Diego to design and implement a strategic marketing communications program to launch its new integrated management system in late 2010.

Cofiroute USA has been working for almost two years with its development partner Thales Transportation on the new system which marks a significant advancement from the many outdated systems currently in operation. The Cofiroute system will save facility owners time and money by improving internal communications, promoting responsible fiscal management and modernizing day-to-day operational efficiencies.

“New advanced software and technology are needed to keep up with the growing demand to rebuild, widen and manage traffic congestion through toll roads and managed lanes,” said Gary Hausdorfer, chief executive officer of Cofiroute USA. “Gable PR’s transportation experience will be crucial in helping us communicate the benefits of our new system.”

The Gable PR team was selected because of its proven track record in launching new brands, products and services. The firm has also earned numerous awards for a variety of transportation clients including San Diego Trolley and The Coaster for the North County Transit District. It also provides strategic media relations and creative counsel to the Transportation Corridors Agencies (TCA) in Irvine.

“The CUSA team is behind some of most successful and famous toll roads in the nation,” said Tom Gable, CEO of Gable PR. “This includes the first privately financed toll road in the U.S. and the world's first fully-automated toll facility -- southern California’s 91 Express Lanes. They are introducing the new management system at the right time as more federal, state and local governments are looking to public-private partnerships to improve traffic congestion and pollution.”

About Cofiroute USA:

Cofiroute USA is an industry pioneer in managing and operating sophisticated systems for toll roads and managed lanes in the U.S. With more than 15 years of experience in designing, installing and operating toll facilities and managed lanes, CUSA provides a wide range of services to its public and private sector clients in the toll industry. Its services include providing total management of all day-to-day operations, customer relationship management and integrated technology solutions. The CUSA team is behind some of most successful and famous toll roads including southern California's 91Express Lanes. Cofiroute USA is backed by the global resources and experience of its parent company, Cofiroute S.A. and is a part of the Vinci Group, the largest publicly-held construction and concession company in France. Based in Irvine, Calif., CUSA's growth and success are driven by its entrepreneurial culture and commitment to customer service. For more information visit: www.cofirouteusa.com

About Gable PR:

Gable PR, based in San Diego, delivers highly effective public relations and marketing communications programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, APR, PRSA Fellow and a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: www.gablepr.com.

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