

CANADIAN FIRST-CELL PHONE ALERTS FOR SEA-TO-SKY DRIVERS

Travelers can subscribe to a first-in-Canada wireless telephone service that will immediately alert them to unscheduled delays on the Sea-to-Sky Highway. The new service was announced in 2005 by the Ministry of Transportation and The Weather Network.

The service, called Road Alerts, helps travelers plan around unscheduled closures. In the event of an unscheduled closure, text messages are sent to subscribers' mobile telephones or handhelds.

The messaging system, designed specifically for the Sea-to-Sky Highway Improvement Project, is the first text message based road alert system in Canada. The Road Alerts service is available on most wireless carriers. Each alert costs \$0.25 and subscribers are billed directly by their service providers.

To subscribe to the Road Alerts service, wireless telephone users can send a text message to "ROADS" (76237) with the text "Sea to Sky" in the body. For more information about how to subscribe, visit www.theweathernetwork.com/roadalerts . For more information about the Sea to Sky Highway Improvement Project, visit www.seatoskyimprovements.ca.

The Sea-to-Sky Text messaging project is one more piece in an integrated information system that includes road and traffic information on The Weather Network television channel, and theweathernetwork.com and metromedia.com websites. Project partner Pelmorex Inc., which owns The Weather Network, plans to extend this system across the country.