



SKY HIGH PLC

Press Information Immediate: 20 April 2009

SKY HIGH PARTNERS WITH ASTHMA UK

International traffic survey company Sky High PLC announces that it has partnered with Asthma UK to raise awareness and vital funds for people with asthma in the UK.

The announcement comes soon after the company's launch of its new division 'Sky High Air Monitoring' – a specialist service for roadside air quality monitoring. This brand-new venture compliments the businesses core traffic survey business and takes the company into an area of opportunity and growth within the environmental monitoring arena.

Managing Director for Sky High, Mark Mattison said: "We approached Asthma UK's Corporate Partnerships Team because I wanted to support a UK charity that is closely related to our own business and I am looking forward to getting involved, raising funds for their invaluable services for people with asthma all over the UK."

Mark continues: "Everyone at Sky High is delighted and very excited to be involved in the launch of 'Putting Asthma in the Limelight' and will be taking part in a sponsored bike ride from Tadcaster to York during the week."

Asthma UK will launch 'Putting Asthma in the Limelight' from the 2 - 10 May 2009 raising vital funds for the 1.1 million children with asthma in the UK.

Corporate Development Officer at Asthma UK, Rachel Farrow said: "We are thrilled to be working with Sky High PLC and are especially delighted to have them taking part wholeheartedly in the fun of Putting Asthma in the Limelight. We are very much looking forward to working with all at Sky High PLC for the foreseeable future and together improving the quality of life for people with asthma across the UK. Our utmost appreciation goes to all involved for deciding to support our worthwhile cause."

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Note to Editors: For more information, to set-up interviews or request high-resolution photography please contact: Faye Percival, Sky High Tel: 01455 291486 / 07834-044706 Email: fpercival@skyhightraffic.co.uk Website: www.skyhightraffic.co.uk

More information overleaf.....



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Background on Sky High Technology Limited:

Sky High Technology Ltd has been operating for over 20 years, and through a reverse takeover in 2007 became listed on AIM. Sky High Technology Ltd is a subsidiary of Sky High PLC.

The company has grown to be one of the leading traffic survey and analysis specialists in the country. Sky High has UK offices in Tadcaster, Maidstone, Halifax, Luton and Edinburgh and three offices in Australia. To compliment its' core traffic survey business, Sky High also has specialist divisions dealing with Data Entry and Air Quality Monitoring contracts.

Sky High were the first company in the UK to introduce the use of video recording as a way of increasing the accuracy and completeness of traffic flow counts. Over the 20 years it has been providing the service it has developed robust, safe and reliable video camera systems and expanded the range of services to include automatic traffic counter systems, manual surveys, roadside interview surveys, GPS journey time surveys, car parking surveys, market research and all other types of data collection supported by and a streamlined, high quality approach to survey management, analysis and reporting.

Sky High takes the issue of quality control very seriously to the extent that it has ISO 9001:2000 accredited by Lloyds and employ a full time Quality Management System/Health & Safety manager.