



SKY HIGH TECHNOLOGY LTD

A SUBSIDIARY OF SKY HIGH PLC

Sky High Technology expands UK operation

Press Information Immediate:

17 February 2009

TRAFFIC MONITORING COMPANY ANNOUNCES FURTHER UK EXPANSION

International traffic survey company Sky High Technology Ltd (Sky High) (www.skyhightraffic.co.uk), part of the Sky High PLC, announces that it has opened a new office in Luton to cope with the company's rapid expansion across the Midlands and South of England.

Sky High's Luton office, which is located at Base Point Business and Innovation Centre in the Great Marlines area of the City, offers such services as video and manual data collection techniques, and market research. Bedfordshire County Council is among the many clients to utilise Sky High's traffic data collection and reporting services in the UK.

"I look forward to expanding Sky High's UK client base by building on the momentum that we have already gained and look forward to working with new prospects interested in using our services in the UK," said Mark Mattison, MD and founder of Sky High.

"Sky High has been collaborating with leading consultants and University research departments for the past 20 years, providing them with the forefront of video collection techniques helping both private and public organisations make informed decisions about their transportation issues," said Mattison.

"Launching the Luton office is a natural progression for Sky High's continued growth and commitment to the UK market. With a rapidly expanding team of data collection experts, we are confident that our UK footprint will expand over time."

"Sky High provides professional, top quality services in a timely manner," said Ian Tyers Bedfordshire County Council. "Its ability and willingness to work with our needs far outperformed our expectations. Any jobs we request are completed promptly and accurately, providing us with the information we need."

The company, which already has UK offices in Maidstone, Halifax, Tadcaster and Edinburgh, also has overseas operations in Australia and recently completed an acquisition of Halifax Computer Services - a UK based complimentary data capture and analysis business. To celebrate the company's 20th anniversary it plans to expand its scope of services in 2009, by opening up an air quality monitoring division.

-Ends-

Note to Editors:

For more information, to set-up interviews or request high-resolution photography please contact:

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More 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.