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**ITERIS ANNOUNCES THAT VELOCITI, INC. IS CERTIFIED TO INSTALL LANE DEPARTURE WARNING SYSTEMS IN THE U.S. AND CANADA**

*- Onsite mobile installation of Iteris LDW by Velociti, Inc. now available*

**ANAHEIM, Calif. – Nov. 26, 2007** -- Iteris, Inc. (AMEX: ITI), a leader in the traffic management market that focuses on the application and development of advanced technologies, today announced that Kansas City-based, Velociti, Inc. the Iteris Lane Departure Warning System. Many fleets that have wanted the Iteris LDW system have found it difficult to assign the technical manpower to do the installations while maintaining the regular workload of the fleet. Velociti can perform installations on-site at a customer's facility and be there when the trucks are available. Velociti technicians can work night and weekends based on a fleet's desires.

"Velociti has already done some on-site installations at various customer sites successfully and their involvement allows for rapid and cost-effective deployment for fleets." said Bill Patroliia, director of North American truck sales.

Velociti, mobile installation and deployment specialists, are equipped to handle aggressive installation schedules and have the flexibility to accommodate trucking fleet needs. Velociti can come on-site to a fleet's location and perform the installations in a timely and economic manner, working around truck availability schedules.

Iteris' LDW system was the first-of-its-kind to be deployed in the commercial truck and passenger car markets and it still remains the only vision-based system in mass production in the U.S., Europe and Asia. Over 40,000 LDW systems have been sold for commercial truck platforms in the U.S. and Europe with an estimated two billion miles traveled per year. In the U.S., there are currently 52 fleets specifying Iteris' LDW system with a combined fleet size of 28,500 trucks and another 83 fleets with approximately 162,000 trucks conducting field tests.

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**About Iteris, Inc.**

Iteris, Inc. is a leader in the Traffic Management market. Iteris is focused on the development and application of advanced technologies that reduce traffic congestion, minimize the environmental impact of traffic congestion and improve the safety of surface transportation systems. Combining outdoor image processing, traffic engineering and information technology, Iteris offers a broad range of Intelligent Transportation Systems and driver safety solutions to customers worldwide. Iteris is headquartered in Santa Ana, California with offices throughout the U.S., Europe and Asia. Investors are encouraged to contact us at 888-329-4483, or at [www.iteris.com](http://www.iteris.com).

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