

DRIVE *for* LIFE

THE NATIONAL SAFE DRIVING TEST & INITIATIVE

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NEWS FOR IMMEDIATE RELEASE
August 25, 2005

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Drive for Life TV Special to Air on Network Affiliates, iTV (PAX)

*American drivers get a much-needed chance to test safe
driving skills during national broadcast*

WASHINGTON D.C. - Heading into one of the deadliest weekends of the year, millions of Americans will get a timely opportunity to improve their safe driving skills through a unique, nationwide television broadcast.

More than 500 Americans lose their lives on the road each Labor Day weekend, a statistic highway safety advocates hope to combat by giving drivers an entertaining way to improve their driving knowledge and test their driving judgments before they get on the road.

"Drive for Life: The National Safe Driving Test" - the centerpiece of one of the most ambitious driver safety initiatives ever undertaken - will enable drivers across America to take an entertaining multiple choice test that pits their driving know-how against common road hazards and situations. Hosted by FOX Sports anchor Chris Myers, the program engagingly raises the level of awareness of drivers of all ages and abilities.

The broadcast will premiere in late August on select network affiliate stations. **Follow this link** for directory of stations in your area. The program will broadcast nationally September 1 at 7 p.m. Eastern/Pacific Time and 6 p.m. Mountain/Central Time on the iTV television network (formerly PAX).

Drive for Life is an initiative of Volvo Cars of North America, the National Association of Police Organizations and the National Sheriffs' Association, with technical support from the National Highway Traffic Safety Administration.

The iTV television network (formerly PAX) provides family-oriented programming and owns about 150 stations nationwide.

Drive for Life: The National Safe Driving Test
7:00 p.m. Thursday, September 1, 2005
On iTV (formerly PAX)

The program may air several days earlier on other network affiliates in certain markets. Check your local listings for times and dates:

ALABAMA

Webb Dothan	WDHN-TV	ABC	11-Sep-05 04:00 pm
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DELAWARE/MARYLAND/VIRGINIA

Dover Salisbury Chincoteague	WMDT-TV	WB	27-Aug-05 02:00 pm
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			25-Sep-05 03:00 pm
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FLORIDA				
Fort Myers	WZVN-TV	ABC	TBA	07:30 pm
Gainesville	WCJB-TV	ABC	27-Aug-05	07:00 pm
			28-Aug-05	02:00 pm
Orlando	WFTV-TV	ABC	18-Sep-05	03:00 pm
Panama City	WPGX-TV	FOX	TBA	TBA
Statewide	Sun Sports	Cable TV	TBA	TBA
Tallahassee	WTLH	FOX	28-Aug-05	12:00 pm
			3-Sep-05	12:30 pm
			4-Sep-05	01:00 pm
			5-Sep-05	10:00 pm
GEORGIA				
Albany	WALB-TV	NBC	27-Aug-05	07:00 pm
Augusta	WJBF-TV	ABC	TBA	TBA
IDAHO				
Boise	KIVI-TV	ABC	25-Sep-05	01:00 pm
Twin Falls	KSAW-TV	ABC	25-Sep-05	01:00 pm
ILLINOIS				
Chicago	WMAQ-TV	NBC	4-Sep-05	11:30 am
			11-Sep-05	12:30 pm
Moline	WQAD-TV	ABC	TBA	TBA
Paducah Cape Girardeau Harrisburg	WSIL/ KPOB-TV	ABC	27-Aug-05	06:00 pm
INDIANA				
Indianapolis	WTTV-TV	WB	10-Sep-05	05:00 pm
LOUISIANA				
New Orleans	WVUE-TV	FOX	28-Aug-05	03:00 pm
NORTH CAROLINA				
Wilmington	WECT-TV	NBC	3-Sep-05	07:30 pm
RHODE ISLAND				
Cranston	WJAR-TV	NBC	4-Sep-05	11:00 am
TENNESSEE				
Jackson	WBBJ-TV	ABC	17-Sep-05	02:00 pm
Nashville	WTVF-TV	CBS	17-Sep-05	01:00 pm

For iTV broadcast times in your area visit www.ionline.tv.