

For Immediate Release  
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### **BTC Announces Addition of Product Manager**

Indianapolis...The Broadcasters Traffic Consortium (BTC), a unique coalition of sixteen radio organizations across the United States and Canada with 92 markets of FM and 75 markets of HD data services, has announced the addition of DeAndra Barkocy as BTC Technical Product Manager.

“DeAndra is a good combination of technically proficient paired with an outgoing personality,” said Paul Brenner, President of BTC. “Her knowledge of the auto industry is proving to be a big help in the areas where BTC supports Navteq and automaker relationships.”

Barkocy has 11 years of experience with semiconductor, technical design and procurement in Infotainment for Delphi. She led a team to build USB into head units. After working at Delphi, Barkocy spent a year at TRW as a new product analyst.

She has her BS in Electrical Engineering Technology from Purdue University by two graduate degrees, one in Operations Management and one in Manufacturing management, from Kettering University.

The Broadcaster Traffic Consortium LLC, known as BTC, is a unique coalition of sixteen radio organizations across the United States and Canada. Working together, these organizations have formed a coast-to-coast terrestrial broadcasting network to distribute local traffic, weather and other map-related data, via radio technology. Seven of the top ten U.S. radio organizations are BTC members.

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A photo of Barkocy is available upon request.