

FOR IMMEDIATE RELEASE

Contact: Mike Yerly
Quixote Public Relations
(630) 390 – 8679
myerly@comcast.net

**ENERGY ABSORPTION SYSTEMS, INC'S SAFE-HIT DIVISION INTRODUCES
NEW "SNAP-IT" AND "WRAP-IT" REFLECTORS
WITH 360° VISIBILITY**

CHICAGO, IL March, 2005 -- The Safe-Hit® Division of Energy Absorption Systems, Inc., a wholly owned subsidiary of Quixote Transportation Safety, Inc. announces the introduction of Snap-It and Wrap-It reflectors, unique new reflectors that attach easily to practically any post or similar type product that needs quick and significant visual enhancement.

Snap-It and Wrap-It reflectors are exceptional at highlighting signs that may be partially obstructed by tree branches or other visual barriers, or for delineator applications not requiring a rebounding post. The reflectors are also a new way to enhance the overall visibility of sign posts and to improve the visibility of steel post delineators.

Both the Snap-It and Wrap-It allow for fully unidirectional reflective coverage, which means a sign can be enhanced in the direction of traffic and its post marked as an object to be avoided for approach from all directions.

Snap-It reflectors have a variety of uses, including on U Channel posts instead of button reflectors for a more durable reflector with a much larger surface area. This larger surface area provides an added benefit for night driving due to the larger reflective surface which is easier to see, particularly for those drivers with less than perfect eyesight. Snap-It reflectors outfitted with decals such as "NO PARKING" are ideal for either permanent or temporary applications

The Safe-Hit Wrap-It Reflector is practical for odd shaped or larger posts. It is also very easy to install and utilizes the same high intensity reflective properties available on the Snap-It. An added bonus is the intrinsic hazard pattern that is produced when installed.

The Wrap-It reflector is ideal for larger or odd-shaped posts needing 360° reflective coverage.

Additional Features and Benefits

Snap-It and Wrap-It reflectors are made from the same durable plastic material as Safe-Hit's reboundable delineators, which also eliminate rusted and dented metal reflector devices.

Plus:

- Colored Snap-It material appears uniform during the day, even if not completely covered with reflective material
- Colored Snap-It material provides daytime visibility on Snap-Its that are minimally reflectorized
Full 360° visibility
- Quick and easy installation that requires no hardware. The Snap-It model literally snaps around most post types (especially U Channel sign posts), while Wrap-It reflectors wrap around posts allowing precise sizing of reflective to post.

There are several size, reflective properties, colors and decal options for both models. Additional information and full specifications can be obtained at www.safehit.com or by calling call 1-800- 537-8958.

About Quixote Corporation

Quixote Corporation (www.quixotecorp.com) through its wholly owned subsidiaries Quixote Transportation Safety, Inc., Quixote Transportation Technologies, Inc. and Quixote Traffic Corporation, is the world's leading manufacturer of energy-absorbing highway crash cushions, truck-mounted attenuators, intelligent intersection control systems, computerized highway/advisory radio transmitting devices, electronic wireless measuring and sensing devices, weather monitoring stations, fixed and variable electronic message signs, flexible post delineators and other highway safety products and services.