

Digital Map Products Adds Experienced Industry Leader to Developing Markets for Builder-Developer Products

Irvine, CA – March 3, 2010 – Digital Map Products (DMP), a leading provider of software-as-a-service spatial technology solutions, announces Colleen Ellison CSP, MCSP, CMP has joined the company as Regional Director – LandVision™, Central Region. Ellison brings more than 20 years of experience in the builder/developer industry.

“The addition of Colleen to our team demonstrates the growing demand for our LandVision™ product in the Central and Eastern regions of the United States,” Digital Map Products CEO Jim Skurzynski said. “Her expert knowledge of the industry allows her to understand how important it is for builders and developers to have the information they need to make smart decisions.”

Ellison is a graduate of the National Association of Home Builders’ University of Housing and has earned such professional titles as Certified Sales Professional (CSP), Master Certified Sales Professional (MCSP), and Certified Marketing Professional (CMP). Currently, Ellison serves as President for the Sales and Marketing Council of the Greater Houston Builders Association (GHBA) and is a member of the GHBA board of directors. Ellison previously worked as regional sales director at Move.com.

Ellison will concentrate on expanding sales of DMP’s LandVision™ product, which facilitates the identification, qualification, acquisition and ongoing management of land and commercial real estate opportunities. LandVision™ is a real estate research, analysis and collaboration tool that embeds powerful geospatial technology so builders, developers, and commercial brokers can make location-aware decisions. With LandVision™, companies of all sizes can take advantage of spatial technology to make more informed decisions and navigate these tough economic conditions to prepare for recovery.

Ellison joins DMP's Houston office, led by Larry Stege, Director of New Market Development and industry veteran. Stege publishes a newsfeed on housing industry trends, Housing Industry News, which is read by nearly 3000 building industry leaders. To sign up for Housing Industry News, visit:

www.digmap.com/campaigns/HousingIndustryNews.PR.html.

About Digital Map Products

Digital Map Products is a leading provider of web-enabled spatial solutions that bring the power of spatial technology to mainstream business, government and consumer applications. SpatialStream™, the company's SaaS spatial platform, enables the rapid development of spatial applications. Its ParcelStream™ web service is powering national real estate websites with millions of hits per hour. LandVision™ and CityGIS™ are embedded GIS solutions for real estate and local government. To learn more, visit

<http://www.digmap.com>.

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