

Maronics Taps Digital Map Products to Offer Neighborhood Boundaries

NORWICH, Vt. (August 24, 2010) – Maronics (www.maronics.com), a leading provider of location-based data, and Digital Map Products, the leading provider of web-enabled spatial solutions, today announced a partnership whereby Digital Map Products will offer Maronics Neighborhood Boundaries™. Recognizing the strong linkage between mapping applications and the high-quality GIS data that bring them to life, Digital Map Products will offer Maronics datasets coupled with its mapping technology, beginning with North American Neighborhood Boundaries.

As a result, Digital Map Products customers will be able to leverage SpatialStream™, the company's spatial development platform, to easily integrate Maronics data into their applications and develop robust mapping features utilizing such data. By bundling location data with the technology needed to deploy it, SpatialStream™ helps customers significantly reduce their development time and extract greater value from the Maronics Neighborhood Boundaries layer, which includes more than 100,000 neighborhoods in 2,200 cities across the United States and Canada.

"This partnership reflects growing market demand for search and display by neighborhood areas in mapping applications," said Mark Friend, VP of Sales and Marketing of Maronics. "We are thrilled to be working with Digital Map Products to offer our geographic data as part of a solution that can be deployed quickly and with minimal upfront investment in time and resources."

"Because consumers think in neighborhoods, not zip codes, we see tremendous potential for neighborhood data to play an integral role in real estate mapping by powering search, data analysis, trend display, and more," said Jim Skurzynski, President and CEO of Digital Map Products. "We are excited by the opportunities our partnership with Maronics creates to heighten the value of both our offerings and improve the online consumer real estate experience."

About DMP

Digital Map Products is a leading provider of web-enabled mapping 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 mapping 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 www.digitalmapproducts.com.

About Maponics

Maponics specializes in location-based data and information for businesses, including [school](#), [neighborhood](#), [carrier route](#) and [ZIP Code boundary data](#). Local search, real estate, mobile, social media and marketing firms rely on Maponics to power ultra-local interactive search, mapping, and ad targeting platforms, including Google®, Twitter®, Move®, Trulia®, Citysearch®, Yellow Book USA®, infoUSA®, D&B, Dominion Enterprises® (eNeighborhoods®, Homes.com® and ForRent.com®), AccuData®, Zvents®, HelloMetro, CitySquares®, Loopt®, Monster.com®, Zillow®, Lowe's® and many others. The Maponics Online Store, powered by Maponics data, is the only place USPS.com refers to for postal maps. The company is located in Norwich, Vermont. Additional information can be found at www.maponics.com.

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For more information contact:

Maponics Contact:

Jason Kirshner / Betsy Roberts
RMS – www.rms-biz.com (for Maponics)
(949) 579-9569 x 801/803
Jason-PR@RMS-Biz.com / Betsy-PR@RMS-Biz.com

Digital Map Products Contact:

Mary Jo Draper
Draper Communications (for Digital Map Products)
(816) 753-4429
press@digmap.com

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