

Digital Map Products Announces Partnership To Provide New Delivery Options for Landiscor Aerial Information

Irvine, CA – March 12, 2010 – Digital Map Products (DMP), a leading provider of software-as-a-service spatial technology solutions, today announced a channel partnership with Landiscor Aerial Information (Landiscor). Through this partnership, DMP will be providing Landiscor with the most technologically-advanced web platform available for their new LanDiscover application. Landiscor customers will now be able to gain access to their aerial imagery and real estate data in additional markets throughout the U.S. in more cost effective ways.

Digital Map Products is an established innovator in delivering spatial technology in the cloud. The company's web-enabled spatial platform is unparalleled in its ease of use, sophisticated functionality, and ability to integrate with outside data. With Digital Map Products' cloud-based platform, customers of Landiscor's new product, LanDiscover, will have improved solutions to access imagery, analyze updated real estate data, and visualize key real estate trends in their markets.

"For over 50 years our customers have come to rely on Landiscor to provide the most relevant information in real estate trends combined with current imagery. The information included in our wall murals, desktop software and photo books can now be accessed through a more portable web-based solution which allows for more current updates, easier access and alternative pricing models," Matt Schaeffer, Landiscor General Manager said. "When evaluating technology solutions for LanDiscover, we found Digital Map Products' mapping platform to be superior to any of those available in the market."

“As the real estate industry becomes more adept with location-based technology, there’s a growing need to help companies spatially-enable their real estate information products,” DMP CEO Jim Skurzynski said. “By making our platform available to partners, we’re helping them advance their offerings and remain competitive while retaining focus on their core competencies.” Allowing companies to capitalize on spatial technology without needing to become GIS experts themselves is a key driver for Digital Map Products.

Skurzynski noted that information and service providers who bundle their offerings with DMP’s proven technology benefit from:

- An online, spatially-enabled distribution platform
- Lower upfront expenditures and minimal ongoing maintenance costs
- Greatly reduced product development risk and decreased time to market
- Access to cutting edge spatial technology in the cloud

Digital Map Products is committed to growing through partnerships with innovative and industry leading organizations like Landiscor. Recently, DMP launched its new channel partner program to make its spatial technology and data more widely available, and provide additional revenue opportunities for GIS service organizations, data providers and map integrators. Taking advantage of the platform and/or parcel boundary data available for resale, companies can quickly enhance their existing offerings or create entirely new products. To learn more about Digital Map Products’ partner programs, visit: www.digmap.com/campaigns/partnerslaunch.html.

About Landiscor

Landiscor is the leading provider of aerial information to the real estate industry. It provides integrated, current aerial imagery with real estate information in a variety of popular formats, including its exclusive PhotoMapper desktop software, a new web-based solution called LanDiscover, Wall Murals of metro areas, detailed Real Estate

Photo Books, or individual aerial or satellite Digital Image Files of specific sites.
Landiscor's corporate headquarters are located in Phoenix, Arizona. Visit www.landiscor.com for more information.

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>.

Contact Info:

Mary Jo Draper
Ink Inc. PR
816-753-4429
816-516-2446 cell
maryjo@inkincpr.com