

**Digital Map Products to Bring Next Generation Mapping Technology to
Midwest Real Estate Data LLC**

IRVINE, CA (November 5, 2010) - Digital Map Products (DMP), a leading provider of cloud-based spatial technology solutions, today announced Midwest Real Estate Data LLC (MRED) selected DMP's spatial development platform, SpatialStream™, to bring next generation mapping and related products to its 40,000 customers. MRED, the largest multiple listing service by volume, will leverage SpatialStream™, and its patent pending technologies, to enhance its mapping capability and deliver cutting edge analytical tools to its customers.

Recognizing the growing importance of location technology, MRED is developing robust yet intuitive mapping tools to offer new and better ways to access data, analyze trends, and communicate with clients. To do this, MRED is utilizing several components of SpatialStream™ including trend and heat maps, premium data feeds, spatial queries, and interactive mapping features. SpatialStream™ not only provides MRED with the building blocks and infrastructure it needs to develop and deploy its new spatial capabilities, but it also significantly compresses development time and costs.

"In our continuing efforts to 'reinvent MLS', we are always looking for cutting edge tools to enable our customers to better utilize our MLS listing content and enhance the service they give to their clients," said Russ Bergeron, CEO of MRED. "SpatialStream™ fits perfectly with our goal to provide the very best and most current capability to our brokers and agents."

"It's clear the real estate industry has undergone a paradigm shift resulting in increased expectations of REALTORS® to deliver timely, local knowledge," says DMP President and CEO Jim Skurzynski. "MRED has embraced this change and realizes the potential for user-friendly spatial technology to empower REALTORS®." "We're thrilled to be partnering with a thought-leading organization such as MRED to deliver innovative mapping technology to its customers."

SpatialStream™ is a cloud-based development platform that makes it far easier to bring a robust and intuitive mapping application to market. By offering access to comprehensive spatial functionality, key geospatial data sets, and the latest innovations in mapping technology, SpatialStream™ provides a complete solution to meet organizations' growing needs for usable location technology. To learn more about SpatialStream™ and how Digital Map Products is revolutionizing the development of mapping applications, visit: www.spatialstream.com/microsite/NewMapping.html

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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>.

About Midwest Real Estate Data LLC (MRED)

MRED is a real estate data aggregator and distributor that provides the largest multiple listing service in the United States (by listing volume) to over 40,000 customers, with property information encompassing northern IL, southern WI and northwest IN

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