



NEWS ANNOUNCEMENT
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**DIGITAL MAP EXPANDS EXECUTIVE TEAM; APPOINTS NEW VP OF SALES,
VP OF ENGINEERING AND VP OF FINANCE & ADMINISTRATION**

**Industry Veterans Bring over 45 Years of Experience
to Digital Mapping Company**

COSTA MESA, Calif., April 3, 2006 – Digital Map Products (Digital Map), the leader in the next generation of mapping solutions, today announced the appointments of three new members to the executive management team. Mark Campbell has joined Digital Map as vice president of sales; Thomas Peng has joined the company as vice president of engineering and Scott Lawhead as vice president of finance and administration. Together, the three bring the collective experience of over 45 years of executive management and industry expertise to Digital Map.

Digital Map will leverage the combined talents of Campbell, Peng and Lawhead to continue on its mission to expand into major metropolitan cities throughout the U.S., introduce new products that boast easy to use GIS technology and improve operational efficiencies.

“We are excited about this new phase of growth and expansion,” said Digital Map’s CEO, Walt Stender. “Mark, Thomas and Scott compliment our seasoned executive team and will enable us to achieve the aggressive goals and vision that we have planned for 2006.”

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Mark Campbell joins Digital Map with 12 years of experience in sales, technology and management. Campbell is chartered with leading Digital Map's metropolitan expansion with a focus on critical market segments including commercial and residential real estate, brokers, builder developers and government agencies. Prior to Digital Map, Campbell was vice president of sales for TriStar, Inc in Phoenix, AZ, where he increased annual revenues for the company by 500 percent in three years.

Thomas Peng brings to Digital Map a proven track record in building complex enterprise applications and over 14 years of product and engineering management experience. Peng will leverage his enterprise class development experience to continue to drive innovative and scalable products to Digital Map's current and future customers. Prior to Digital Map, Peng was enterprise product and engineering manager with Downey Savings and Loan, Inc., where he directed the product management and software development teams to develop and maintain business critical applications that generated over \$13 billion in revenue.

A seasoned finance and administration professional, Scott Lawhead will tap into his over 20 years of experience to bring tier one accounting, finance, auditing and administrative skills to Digital Map. As the company looks to expand internationally, Lawhead will leverage his finance and administration background that ranges from start-up companies to large international corporations. Prior to Digital Map, Lawhead was chief financial officer for Arrowhead Products, a manufacturer and distributor of specialty components for the aerospace industry, where he oversaw all financial and administrative aspects of the company.

"Each of these gentlemen bring with them enterprise level capabilities from both corporate enterprises and small, entrepreneurial firms and each has learned how to manage diverse work forces with the delicate and challenging balance between processes and results," added Stender. "Their skills are essential to Digital Map as our growth yields complexities best handled by an executive staff that can draw from wide ranging experiences and backgrounds."

Digital Map's innovative products put sophisticated mapping technology at the fingertips of non-technical users, providing a cost effective, easy-to-use and rapidly deployable solution. The company's products arm businesses and agencies with the ability to access, create and analyze map-based data that are current and accurate.

About Digital Map Products

Digital Map Products, Inc., a privately held company founded in 2000, is the pioneer in integrating data with aerial maps and property information on a single, easy to use, map interface for advanced decision-making. Regular data updates ensure that Digital Map customers receive access to the highest quality data. Digital Map focuses on two primary industries: real estate and government. Digital Map's products are built on the DigitalMapCentral platform, a robust and flexible mapping application in a hosted environment. The solution results in minimal overhead, rapid deployment, ease-of-use, and high performance. Digital Map's headquarters are in Costa Mesa, Calif. More information about Digital Map can be found at www.digmap.com.

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