



## Rand McNally Showcases New Mobile Technologies During ShowStoppers @ CES 2009

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**WHO:** Rand McNally is revealing its tech side at ShowStoppers @ CES 2009.

**WHAT:** New mobile, consumer, educational and commercial transportation technologies. As the largest and most trusted map publisher, Rand McNally is leveraging its renowned mapping and content expertise into new markets.

**WHERE:** Lafite Ballroom, The Wynn Hotel & Casino, Las Vegas

**WHEN:** Thursday, January 8, 2009; 6:00 – 10:00 PM

**TOPIC:** Rand McNally, a Patriarch Partners portfolio company, is expanding its superior geographic and editorial content to a variety of location-aware devices and new media.

During ShowStoppers, Rand McNally will showcase:

- RandMcNally.com – More Roads-Better Directions™ - online driving directions - featuring 1 million more addresses and more than 22,000 more miles of roads not found on MapQuest, Google Maps, or any other online maps and directions service;
- Sneak preview of new retail specialty navigation devices for the consumer and commercial transportation markets;
- New CE partnerships utilizing Rand McNally proprietary digital mapping and editorial content;
- First digital road atlases for the Amazon Kindle eBook reader;
- Wireless applications for mobile phone users, such as StreetFinder® Wireless, Rand McNally Traffic and Rand McNally Navigator;
- Industry leading maps and driving directions applications provided for a leading rental car agency; and
- Groundbreaking online subscription service designed specifically for classroom use by students and teachers.

Stop by the booth for a free fabMAP® of Las Vegas to help you navigate around town without the need for a computer.

### **About Rand McNally**

From America's number-one-selling Road Atlas, [The Thomas Guide®](#), [FabMAP®](#) and [Goode's World Atlas](#) to [StreetFinder® Wireless](#) and [IntelliRoute®](#) trucking database, Rand McNally has been an industry leader in the mapping, routing, geographic reference and trip-planning tool marketplace for more than 150 years. With More Roads-Better Directions™, the Company's products are sold in more than 50,000 retail outlets and distributed to [98% of schools](#) across the U.S. Rand McNally is the premier resource for online travel planning as well as maps and directions. For more information, please visit [www.RandMcNally.com](http://www.RandMcNally.com), call 800-333-0136 or buy maps and travel gear online at <http://Store.RandMcNally.com>.

### **For More Information:**

Xenia Moore  
Moore Media Relations, Inc.  
619-275-0185 [xenia@moorepr.com](mailto:xenia@moorepr.com)