



RAND McNALLY INTELLIROUTE® TND™ 500 HONORED WITH CES INNOVATIONS AWARD

Nov 10, 2009
Skokie, IL

Excellence in Innovative Technology Recognized in In-Vehicle Navigation Category

Rand McNally today announced its IntelliRoute® TND™ 500 has been recognized by the Consumer Electronics Association (CEA) for excellence in design and technology with a 2010 CES Innovations Award as well as the "Best of Innovations" honor for In-Vehicle Navigation. The IntelliRoute TND 500 is Rand McNally's first trucking navigation device designed to guide professional drivers on the safest, most efficient route for trucks.

"This award is the result of Rand McNally's continued dedication to providing accurate navigation and routing information that will make a significant difference for the end user," said Rand McNally CEO Dave Muscatel. "We're pleased to be recognized for our first-ever trucking navigation device and will continue to focus on this product line."

Built from the ground up, the IntelliRoute TND 500 was designed with input from truckers, for truckers. The device is built to help professional drivers in each phase of their work day: planning, driving and reporting. With 35 percent more truck-specific miles than other providers and nearly 13,000 truck-related geo-coded points of interest, the IntelliRoute TND 500 is the only GPS device leveraging Rand McNally's proprietary trucking data, built on 70 years of experience in the trucking industry. In addition to navigation and routing, the device provides Trucker Business Tools to assist in calculating profitability and managing the compliance aspects of trucking. The TND itself was optimized for the in-cab experience including an anti-glare screen to ensure truckers can see it in direct sunlight, turn-by-turn spoken directions, speakers that are twice as loud as the average GPS device and a secure mounting device.

CES Innovations Awards are selected annually by a panel of prominent industry designers, engineers and journalists who judge product entries on criteria including user value, aesthetics, innovative design, quality and contributions to the quality of life. Sponsored by CEA and endorsed by the Industrial Designers Society of America, the CES Innovations Awards highlight product advancements in technology design and engineering. "Leveraging the NAVTEQ map database along with Rand McNally's World Digital Database of mileage and routes provides a significant solution for the market." said Roy Kolstad, Vice President and GM, Enterprise Americas, NAVTEQ. "We value the opportunity to work with Rand McNally to deliver what we all agree is an immensely valuable product for the transportation industry."

Rand McNally Commercial Transportation

For more than 70 years, Rand McNally has provided innovative print and digital mapping, routing and mileage solutions to the commercial trucking industry. Shippers and carriers rely on the company's suite of software solutions, IntelliRoute® and MileMaker®, for HHG rating and routing, as well as practical routing and mapping. Truck drivers across the country depend on the best-selling Motor Carriers' Road Atlas line. Visit www.randmcnally.com/trucking.

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, call 800-333-0136 or buy maps and travel gear online at <http://Store.RandMcNally.com>. Rand McNally, The Thomas Guide, FabMAP, StreetFinder and IntelliRoute are registered trademarks, and More Roads-Better Directions, RoadWork and TND are trademarks of Rand McNally.



For More Information:

Erin Purdy

Ogilvy Public Relations

(312) 397-6073

erin.purdy@ogilvypr.com

Amy Krouse

Rand McNally

(703) 860-2678

akrouse@randmcnally.com