



FORMER QUALCOMM EXEC JIM RODI JOINS RAND McNALLY

Rodi Will Lead EOBR Business Unit

San Diego, Calif., March 15, 2011 - Rand McNally today announced that Jim Rodi has joined the company as Senior Vice President of Mobile Communications. Rodi, who spent the past eleven years at Qualcomm, will be responsible for driving sales and business development for Rand McNally's TruckPC line of products.

TruckPC is the first line of products launched as part of the joint-development agreement with DriverTech and Rand McNally, announced in October of 2010. TruckPC is a fully compliant electronic on-board recorder (EOBR) that automatically tracks and manages Hours of Service, making it the solution of choice to enable companies to meet new CSA requirements.

"Rand McNally is committed to being a significant player in the EOBR space, investing significant R&D dollars to enhance the core Truck PC platform and future products. Having someone of Jim's caliber join our team is great validation of our product and strategy. We are looking forward to Jim driving our mobile communications initiatives forward," said Dave Muscatel, CEO of Rand McNally.

Rodi, who most recently served as the Vice President of Sales and Marketing for Qualcomm's FleetRisk Advisors, begins his role at Rand McNally immediately. He is joining the Rand McNally team at the Truckload Carriers' Association annual convention currently ongoing in San Diego.