



FOR IMMEDIATE RELEASE

Contact:

Amy Krouse
Rand McNally
9855 Woods Drive
Skokie, IL 60077
akrouse@randmcnally.com
847-329-6798

Rand McNally's IntelliRoute® TND™ GPS Units Now Feature Traffic *Leading GPS for Truckers Just Got Better!*

Louisville, Ky., March 30, 2011 – Rand McNally's IntelliRoute® TND™ line of GPS products for the over-the-road driver now provides two types of traffic – historic and real-time.

“Every mile counts for drivers and unanticipated delays can impact delivery time with the current load, as well as delay or even eliminate the opportunity to pick up the next load prior to a drivers' end of day. Providing traffic detail will enable the drivers to have control of the information, enabling the best decision given the circumstances,” says Dave Muscatel, CEO of Rand McNally.

The IntelliRoute® TND™ 510 and 710 provide real-time traffic via a plug-in accessory. The accessory includes lifetime traffic, which is provided by NAVTEQ, the leading global provider of maps, traffic, and location data. Real-time traffic enables drivers to assess increased travel time due to a traffic accident, or volume bottleneck during rush hours, and determine whether to re-route, or stay on the current route. In either case, the driver is able to provide an up-to-date time of arrival to his dispatcher or customer.

NAVTEQ Traffic-RDS collects, processes, and distributes real-time traffic conditions from a spectrum of traffic information sources across 98 Markets in North America.

“We are pleased to be able to work with Rand McNally to provide product features that will enhance the usage experience of the IntelliRoute® TND™ GPS units. We know that the most frustrating situation for any driver is unanticipated delays. Real-time traffic puts the decision in the driver's hands” explains Roy Kolstad, VP Enterprise Americas NAVTEQ.

Historic traffic information, provided by Rand McNally's partner, TrafficCast, are automatically incorporated into the routing on the IntelliRoute® TND™ 710 truck GPS device via the Traffic Predictor feature. In this case, the router will take into consideration historic traffic on any route provide, seeking alternative, faster routes if available for the driver.

TrafficCast Dynaflow™ product is based on millions of data points that track vehicle movements through real-time GPS (Global Positioning System) systems. The data collected is integrated with incident reports, public sensors, weather, construction and local events to model expected road speeds on virtually all expressways and major highways in the United States.

“Being able to demonstrate the value of historic traffic patterns via incorporation into routes for commercial drivers is a very exciting twist for our company. Alternate routes and their travel times are increasingly important variables; drivers don't want just directions, they want the best route,” noted Al McGowan, CEO of TrafficCast.

For more information, visit www.trucking.randmcnally.com, or visit us at Booth #68144 at the Mid-America Trucking Show.

###

About Rand McNally – Rand McNally is the most trusted source for maps, directions, and travel content. Rand McNally's products and services include: Interactive travel service, Tripology; America's #1 Road Atlas; IntelliRoute® truck routing software and GPS devices; TruckPC mobile communications solutions for the transportation industry; and the leading geography-based educational resources for the classroom. Consumers, businesses, truckers, and educators depend upon Rand McNally to help navigate today's world. www.RandMcNally.com

About NAVTEQ

NAVTEQ is the leading global provider of location content in the form of maps, traffic and places data that enables navigation, location-based services and mobile advertising around the world. NAVTEQ supplies precise, comprehensive location content to power automotive navigation systems, portable and wireless devices, Internet-based mapping applications and government and business solutions. The Chicago-based company was founded in 1985 and has more than 5,400 employees located in 214 offices in 49 countries.

About TrafficCast International, Inc. – TrafficCast is the leader in travel time forecasting and traffic information, developing technology, applications and content based on advanced digital traffic data. TrafficCast powers both MotionX-GPS and TomTom, the top two traffic-enabled navigation apps on the iPhone, as well as a range of providers serving the interactive, mobile, enterprise and public sector markets, including Yahoo Maps, DeCarta, and Maptuit. TrafficCast BlueTOAD™ integrates innovative technologies to monitor travel times, road speeds and route behaviors through detection of Bluetooth signals, with the most recent installations in Illinois, Wisconsin and Louisiana. The company is based in Madison, Wisconsin, with offices in Chicago, Philadelphia, Atlanta and Shanghai. For more information, see www.trafficcast.com

Rand McNally is a registered trademark of Rand McNally. All other names are trademarks of their respective owners.

Follow us –

Twitter:

<http://twitter.com/randmcnally>

<http://twitter.com/randtrucking>

Facebook:

<http://www.facebook.com/randmcnally>

Travel Blog:

<http://ontheroad.randmcnally.com>

Provide your Trucker Story at:

www.randmcnally.com/truckerstories

NAVTEQ is a trademark in the U.S. and other countries. All rights reserved.

About TrafficCast International, Inc. TrafficCast is the leader in travel time forecasting and traffic information, developing technology, applications and content based on advanced digital traffic data. TrafficCast powers both MotionX-GPS and TomTom, the top two traffic-enabled navigation apps on the iPhone, as well as a range of providers serving the interactive, mobile, enterprise and public sector markets, including Yahoo Maps, DeCarta, and Maptuit. TrafficCast BlueTOAD™ integrates innovative technologies to monitor travel times, road speeds and route behaviors through detection of Bluetooth signals, with the most recent installations in Illinois, Wisconsin and Louisiana. The company is based in Madison, Wisconsin, with offices in Chicago, Philadelphia, Atlanta and Shanghai. For more information, see www.trafficcast.com