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RAND MCNALLY NOW OFFERING LIFETIME MAP UPDATES FOR ITS GPS PRODUCTS

Dallas, Texas, August 25, 2011 – Today at the Great American Trucking Show (GATS), Rand McNally announced that all IntelliRoute® TND™ GPS purchasers will be eligible to participate in a Lifetime Map Program. For a one-time fee of \$89.99, participating IntelliRoute® TND™ customers will have access to the latest Rand McNally map updates as long as they own the device.

As a matter of course, Rand McNally provides a variety of free updates and upgrades to IntelliRoute® TND™ devices via the TND™ Dock. The TND™ Dock is a software program that automatically loads when a Rand McNally GPS device is connected to a personal computer, and information is transferred with an internet connection. These updates include road construction, feature updates, and road changes derived from the “Tell Rand” feature provided by other TND™ users.

With the Lifetime Map program, full mapping updates from Rand McNally will be also made available to participants. Notice of availability and updates will automatically be sent to all participants, making access to the most up-to-date routing easily accessible.

Purchasers of the new TripMaker® RVND™ GPS product, built for RV adventures, will also be eligible for the program.

While at GATS, Rand McNally is featuring its entire line of GPS units for truckers -- including the recently announced TND™ 760, Fleet Edition, which provides mobile communication and navigation in a single box solution for a less than \$800**.

Rand McNally representatives will be available to give product demos and answer questions at Booths #14107 and #16112 through August 27, 2011 at GATS. IntelliRoute® TND™ accessories will be available for sale, and show special discounts will be offered.

Rand McNally's IntelliRoute® TND™ was first introduced at GATS in 2009 with the launch of the IntelliRoute® TND™ 500. Features include exclusive Rand McNally truck navigation by vehicle size and hazmat in the U.S. and Canada, Trucker Business Tools to save time and money, and features designed to make the in-cab experience easier and safer than car GPS units.

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