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RAND MCNALLY ANNOUNCES NEW LOWER PRICE FOR INTELLIROUTE® GPS *New price makes these business tools even more affordable*

Skokie, Ill., September 1, 2011 – Rand McNally announced today that it is dropping the price of its award-winning line of IntelliRoute® TND™ products. Effective today, the IntelliRoute® TND™ 510 is now priced at \$299.99 USD and the TND™ 710 is priced at \$399.99 USD, plus applicable taxes.

This \$50 reduction in price, coupled with the recently announced Lifetime Map Program*, makes the devices even more affordable for professional drivers.

Rand McNally's IntelliRoute® TND™ units are top-selling GPS products in travel centers and are also available at select online retailers.

The IntelliRoute® TND™ device, which debuted two years ago, was the first navigation device built from the ground up for professional drivers. In addition to truck-specific routing, enhanced by Rand McNally researched data, the units provide many other business tools such as:

- Driver-set timers to easily understand how many hours are left in the drivers' day or week. When the driver is nearing the end of day, he or she can search for the nearest truck stop, choosing from over 70 amenities available—making the overnight stop as efficient as possible.
- Maintenance reminders that can be set to remind drivers to service their trucks on a timely basis. A driver can search for the closest service areas along their route for planned or emergency service.
- Recording of miles by state or province. The driver can retain up to two years of data for fuel tax reporting and export the data to a spreadsheet on a personal computer.

- Commercial-grade address book, with the ability to organize thousands of addresses in user-defined groupings

Tested extensively by professional drivers on the road, the IntelliRoute® TND™ units feature louder speakers designed for truck use, larger buttons on the interface, and truck-designed mounting features such as an oversized suction cup and extra-long power cable.

Concurrent with the IntelliRoute® TND™ price drop, Rand McNally's latest GPS – the TripMaker® RVND™ 5510 which is designed for RVers, is now priced at \$299.99 USD, plus applicable taxes. The TripMaker® RVND™ 7710, available in October, will be priced at \$399.99 USD, plus applicable taxes.

*The Lifetime Map program, announced last week, provides participating IntelliRoute® TND™ customers with access to ongoing map updates as long as they own the device (for a one-time fee of \$89.99 USD). For information on IntelliRoute® TND™ visit www.RandMcNally.com/TruckGPS, for TripMaker® RVND™ visit www.RandMcNally.com/RVGPS, and for Lifetime Maps visit www.RandMcNally.com/MapUpdate.

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