



Rand McNally Travel Guides Made Available on NAVIGON GPS Navigators

Partnership adds Rand McNally Scenic Routes and City Guides downloadable content to NAVIGON Fresh users

LAS VEGAS, January 8, 2009 – Rand McNally announced today that it has licensed Rand McNally Scenic Routes and City Guides for NAVIGON's line of personal navigation devices (PNDs). Available Spring 2009, NAVIGON becomes the first company in the GPS industry to provide Rand McNally's well known Best of the Road content.

"Rand McNally has long been counted on to deliver outstanding and relevant travel content. By leveraging our superior mapping technology into location-based devices, we are enabling consumers to enhance their driving experience," said Donna Koppensteiner, vice president for Rand McNally. "We appreciate working with industry innovators like NAVIGON to bring relevant content to the consumer where and when they need it."

Rand McNally's Scenic Routes and City Guides provide comprehensive travel information to aid NAVIGON device owners during the trip planning process and while they are on the road. Scenic Routes provides more than 250 scenic routes and pre-planned trips with coverage in all 50 states and Canada for travelers searching for routes featuring the most beautiful vistas and landscapes. Rand McNally City Guides provide information on the best attractions and landmarks for more than 1400 US and Canadian cities.

"As the most respected company in the mapping, routing and geographic reference industry, Rand McNally is a perfect partner to continue our tradition of bringing innovation to the GPS market and delivering features that are relevant to the navigation experience" said Michael Roach, NAVIGON's president for the Americas.

Rand McNally Scenic Routes include:

- **Best of the Road®.** Rand McNally's famous series of scenic driving trips information on dining, attractions and lodging.
- **Weekend Getaways.** Trips developed for quick getaways to all areas of the country.
- **Scenic Tours.** Driving tours, highlighting visually appealing roads and attractions in the US and Canada.
- **Regional Trips.** In-depth tours of culturally distinct, geographically compact areas.

Rand McNally City Guides include:

- **Detailed City Guides.** Overviews of the most visited attractions, museums and landmarks, plus nightlife spots.
- **National Coverage.** More than 1400 cities with coverage in all 50 US states and Canada.

The Rand McNally Scenic Routes and Rand McNally City Guides will be available in select NAVIGON devices and online at navigon.com in spring 2009 and retail for \$19.99 each. The Rand McNally content can be activated through NAVIGON's free downloadable online software NAVIGON Fresh.

Note to editors: Rand McNally will be participating at Showstoppers during the Consumer Electronics Show (CES), taking place at the Wynn Hotel & Casino, Las Vegas on January 8, 2009 from 6:00 – 10:00 pm.

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About NAVIGON – NAVIGON is the leading innovator in the navigation market providing navigation products and software solutions. NAVIGON makes its own award-winning navigation brand consumer products and creates software solutions for OEM customers operating in personal navigation, wireless, and automotive sectors. Founded in 1991, NAVIGON is present in Europe, North America and Asia. For more information, visit www.navigon.com.

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>.

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