RandMcNally Takes MileMaker® Global
Answers Industry Demand for Accuracy in International Mileages

Skokie, Ill., October 1, 2009 – U.S. shippers who have relied on Rand McNally's industry-standard mileage and routing information for years will soon be able to ship internationally with the same confidence and accuracy, as the industry standard *MileMaker*® software goes global. This month, Rand McNally will introduce *MileMaker Global,* a single- source solution for accurately calculating routes and miles in North America, Europe, Africa, Asia and Australia.

"Nine out of ten Fortune 500 shippers use Rand McNally's *MileMaker* as their North American mileage standard. As their businesses have expanded globally, they report mileage platforms are inconsistent and not standardized in a manner suitable for freight rating," says Donna Koppensteiner, VP Global Enterprise Solutions, Rand McNally. "Many have asked us to develop a global distance solution that addresses their major need for global shipping: accurate, standardized distances to streamline their global IT and business processes."

MileMaker Global combines the richness of Rand McNally's World Digital Database with the comprehensiveness of NAVTEQ® maps, which provides map data spanning 78 countries and territories, collected and based on a single global specification. *MileMaker Global* brings global standardization to multi-market logistic applications such as freight contract negotiation, freight rate setting, freight bill auditing, fuel tax reporting, and inter-continent routing.

The product utilizes:

- More than 27 million kilometers of roadways
- 1.8 million points of interest and 112,700 Standard Point Location Codes
- Comprehensive data for 198 countries
- Up to 2.7 million unique postal codes
- More than 1,100 airports and 200,000 cities and communities

"Leveraging the NAVTEQ map database along with Rand McNally's World Digital Database of mileage and routes provides a significant solution for the market." said Roy Kolstad, Vice President and GM, Enterprise Americas, NAVTEQ. "We value the opportunity to work with Rand McNally to deliver what we all agree is an immensely valuable product for the transportation industry."

Using *MileMaker*'s single, operationally consistent source of mileage information worldwide, companies can streamline business processes and minimize multiple software license costs. "A large manufacturer can use *MileMaker Global* as a one- source replacement for multiple, market-specific mileage platforms, allowing them convenience and consistency in mileage

calculation as well as cost savings from using one single product," says Mason Meadows, Director of Global Sales, Rand McNally.

The mapping and routing tool provides a robust graphical user interface that operates on a Windows/PC-based system. The product is modularized by World Regions allowing users to purchase specific data sets. To enable enterprise -wide usages and integration in existing logistics systems, Rand McNally offers a comprehensive API software developer's tool kit at an additional cost. *MileMaker Global* features updated versions of the same mapping functions found in the North American version designed to reduce manual errors, analyze results and remain current. These include:

- **Smooth Pan and Zoom Mapping** to easily follow a route or analyze routing options
- **Seamless integration** into third party software applications
- **Intuitive smart brows**e to find points quickly and accurately
- **Location Manager** with the customers own location database
- **Microsoft Excel Tools** to analyze thousands of lanes in seconds
- **Web-based updates** easily downloaded from the internet

MileMaker Global is available for Windows$^{®}$ platforms and as API calls for developers. It is available by calling 1-800-234- 4069, option 5, www.trucking.randmcnally.com, or ctsales@randmcnally.com.

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Rand McNally Commercial Transportation – For more than 70 years, Rand McNally has provided innovative print and digital mapping, routing and mileage solutions to the commercial trucking industry. Shippers and carriers rely on the company's suite of software solutions, IntelliRoute® and MileMaker®, for HHG rating and routing, as well as practical routing and mapping. Truck drivers across the country depend on the best-selling Motor Carriers' Road Atlas line. Visit www.randmcnally.com/trucking.

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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