



RAND McNALLY

Rand McNally Launches City Map Book Series

New Map Line Addresses Regional Navigation in 17 Areas Across the U.S.

Skokie, Ill., February 9, 2010 – In an effort to provide consumers more useful and robust maps, Rand McNally is launching *City Map Books*, a new series of paper maps that combine cities to make trip planning in regional areas easier.

The *City Map Books* line combines relevant city and town maps into a compact book the size of a folded map. For example, the new *Colorado Front Range Cities* contains individual maps of Boulder, Ft. Collins, Loveland, Greeley, and six additional towns and cities. Rand McNally will launch 17 new *City Map Books* beginning this month.

“Although people obtain driving directions from GPS devices or an online map, there is still a strong market for people who want paper, folded maps on vacation or as a back up in the car,” said Dave Muscatel, CEO of Rand McNally. “We’ve developed the new *City Map Books* to meet and exceed that need, combining content from multiple maps and city guides into a single offering.”

The map books include features that are often difficult to squeeze onto a folded map including:

- An overview map showing highways and towns
- A full index of cities and surrounding communities
- Smaller communities that would not have been large enough to appear in single map coverage
- A PageFinder™ visual index indicating where the towns are within the book

The books are 4 x 9” in size (on par with standard folded maps), contain ten to fifteen cities in each and have a suggested retail price of \$7.99.

“It’s a great value, for \$7.99 you can buy one *City Map Book* whereas in the past you would have had to buy at least two to three maps at \$4.95 each,” Muscatel said. “Rand McNally is dedicated to providing consumers top quality maps and relevant content,” he continued. “We’re excited about this new product and anticipate a positive reaction from the marketplace and from stores.”

###

About Rand McNally – Rand McNally is the most trusted source for maps, directions, and travel content. Rand McNally's products include: America's #1 Road Atlas, IntelliRoute® truck routing software and GPS devices, 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