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Rand McNally Offers Service that Pairs Travelers with Expert Travel Planners

Acquisition of Tripology service completed

SKOKIE, Ill. – March 18, 2010 – Rand McNally, a leader in maps, navigation, and destination related content, today unveiled its recent acquisition, Tripology, on www.randmcnally.com. Tripology is the first in a series of web-based travel services being launched on www.randmcnally.com.

Tripology matches on-line consumers with travel specialists, better known as Tripologists, who are destination experts in planning and booking trips, including: weddings, honeymoons, anniversaries, family reunions, and corporate retreats worldwide.

“While Rand McNally has traditionally provided the tools and advice for travelers to plan their North American road trips, we are pleased to offer a way for consumers to book their dream trips with trusted advisors in the travel agent community,” said Dave Muscatel, CEO of Rand McNally.

“In the past six months, we’ve been guiding Rand McNally through a major realignment in both our print and digital businesses,” Muscatel continued. “With the Tripology acquisition, our company will be uniquely positioned to offer both on-line and off-line advice to our customers, ultimately providing them with a full suite of services to meet their travel needs.”

Tripology’s headquarters have relocated from New York to Rand McNally’s corporate headquarters in Skokie, Ill. Tripology’s former CEO, John Peters, will move into the role of Vice President and General Manager of Digital Strategy and Travel at Rand McNally.

“We are excited Tripology has found a home within Rand McNally,” said Peters. “This acquisition directly benefits our current base of Tripologists and consumer Internet customers. Rand McNally will provide us with the larger platform and greater resources to grow our services across its existing Internet customer and partner base.”

Travelers may reach Tripologists to plan their trip with the click of a button at www.randmcnally.com or directly at www.tripology.com.

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About Rand McNally – Rand McNally is the most trusted source for maps, directions, and travel content. Rand McNally’s products and services include: Interactive travel service, Tripology; 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

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Travel Blog:

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