



## **Rand McNally Re-launches [www.RandMcNally.com](http://www.RandMcNally.com)**

*New travel website provides unique travel content, video travel guides, core maps and driving directions plus extras needed to plan the perfect vacation*

**SKOKIE, Ill., September 7, 2010** – Rand McNally, a trusted source of information for travel in the U.S. for more than 150 years, has re-launched its consumer travel website at [RandMcNally.com](http://RandMcNally.com), providing fresh new travel and destination content, video travel guides, and travel services all in one location.

Besides a fresh, clean look, [RandMcNally.com](http://RandMcNally.com) now features upgraded maps and directions, information on more than 15 million points of interest, more than 2,000 destinations, and offers more than 8,000 video travel guides.

“For years, Rand McNally has been the definitive source for U.S. Travel – from drivers to RVers to motorcycle riders. With this new site, we’re able to expand the resources for travelers as well as those looking for inspiration about what to do in their own backyard,” said Dave Muscatel, CEO of Rand McNally.

On Rand McNally’s new website, consumers can investigate thousands of North American destinations, view exclusive video content, read up on the area and its unique aspects, look at maps, search for hotels, and delve into locations specified as “picks” by Rand McNally editors. [RandMcNally.com](http://RandMcNally.com) travel editors also will provide up-to-the moment information via blogs and articles.

The new site also contains an upgraded maps and directions feature, including the mileage calculator and point-to-point directions that travelers expect from Rand McNally.

Consumers can take the next step from dreaming to booking by utilizing Rand McNally’s Tripology service, the leading interactive travel referral program. When provided a few pieces of information, travel agents (which the company calls Tripologists) that specialize in the requested destination will provide a trip recommendation to meet their interests and budget and will help them book their vacation.

To complete the travel experience, consumers can obtain maps and directions, or shop for travel gear and guides at the Rand McNally online travel store.

“Our new website provides what others can’t. The unique combination of trusted maps & directions, more than 8,000 video travel guides, travel advice from Rand McNally, and travel

services led by our recent acquisition, Tripology. We look forward to delighting our consumers with an outstanding trip-planning experience,” said Jeff DeKorte, Senior Vice President of Travel and Digital Media at Rand McNally.

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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: Online travel guides; Interactive travel service, Tripology; America's #1 Road Atlas; IntelliRoute<sup>®</sup> 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](http://www.RandMcNally.com)