



For Immediate Release

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Maps.com appoints Bennett Moe as Business Development Director

Santa Barbara, CA – [February 11, 2010] Maps.com today announced the appointment of Bennett Moe as Business Development Director.

Bennett brings more than 23 years of experience to the role which will focus on Business Development in the company's Custom Mapping Services division.

As Sales Director for GeoNova, Bennett's responsibilities included managing GeoNova's business-to-business sales team, spanning traditional and new media markets including publishing, content development and licensing, automated mapping systems, smart phone application development and e-commerce.

"I am excited to be working with Maps.com, a company with a long history of innovation and growth within the mapping industry," stated Moe. "I see this as a great opportunity with a forward-thinking business."

He will be based out of Maryland, but will work nationally to develop sales both in Educational Publishing and Location Based Services – traditional markets for the company. His role will also include exploring opportunities to develop smart phone applications and SMS services for map publishers, to expand their product reach and relevance in the digital era.

"Bennett brings with him a wealth of experience and an established reputation – his appointment will add further momentum to the growth of Maps.com through both traditional markets and new opportunities that we are pursuing," revealed Maps.com CEO John Serpa.

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About Maps.com:

Maps.com is a leading provider of mapping products and solutions to business, education and consumer markets. Founded in 1991 as Magellan Geographix, the company is privately held with four primary business divisions. For more information contact Stephanie Jensen at 805.685.3100 x 107, or stephanie@maps.com