



Contact: Stephanie Jensen  
Ph: (805) 685-3100 ext. 107  
Fax: (805) 685-3330  
[stephanie@maps.com](mailto:stephanie@maps.com)

**Maps.com shows off Custom Delivery Maps and PizzaText at Pizza Expo 2009.**

**Santa Barbara, CA [March 4, 2009]** – Maps.com will be exhibiting its updated and improved custom delivery map product and an all new short code text messaging coupon service at the Pizza Expo in Las Vegas, March 10-12, 2009.

The mapping solutions provider will demonstrate a web based service which allows restaurant managers to create a custom map of their delivery area with an easy-to-use interface at [www.maps.com/delivery](http://www.maps.com/delivery). The custom mapping program has added several upgrades for 2009, including a larger, easier to read street index and a self adhesive printing option.

Restaurants who deliver to a local area often use off-the-shelf, regional or city maps which include large areas outside of their delivery radius, with small text and unnecessary detail. The Maps.com product makes it possible to select a defined area around the restaurant which is then printed in 3' x 4' or 4' x 5' with the option of printing on laminated paper or a self-adhesive 'Wallzilla' material.

Exclusive to Maps.com, the Wallzilla self-adhesive technology can be applied to almost any surface, peeled, removed and replaced without losing adhesive properties. Wallzilla adhesive wall maps do not require rails, hooks or screws to attach them to the wall, refrigerator, oven or even the floor, you choose!

For the first time, Maps.com will be featuring a short code text-based coupon service at the Las Vegas show. PizzaText allows restaurants to set up mobile discount coupons that customers can request by sending a SMS text message to a short code number. The coupon is delivered back to the customer's cell phone and can be redeemed at the point of purchase. The PizzaText is a pay-as-you-go service with restaurants only being charged for coupons which are requested.

"This service enables the restaurants with PizzaText to take advantage of a low-cost, convenient and rapidly growing marketing channel" according to CEO John Serpa. "New and regular customers have a permanent source for discount offers without searching through piles of direct mail or thumbing through the local papers and restaurants can enhance customer loyalty."

The company already operates a successful texting service for Newspapers as an enhancement to classified advertising.

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**About Maps.com**

Maps.com produces and supplies digital and printed maps to consumer, educational, business and media markets. Founded in 1991 the company employs a team of Cartographers, Creative and Web Designers across 4 divisions and currently receives more than 1 million visitors to its website each month. For more information contact Stephanie Jensen, [stephanie@maps.com](mailto:stephanie@maps.com) 1.800.929.4627x107 or visit [www.maps.com](http://www.maps.com).