

## MapQuest History

MapQuest was originally founded in the 1960s as Cartographic Services, a division of R.R. Donnelley & Sons in Chicago, IL. The division was responsible for creating free road maps given to gas station customers. The division moved to Lancaster, PA in 1969. By the 1970s, MapQuest became a leading supplier of custom maps to reference, travel, textbook and directory publishers.

Donnelley began making maps computers in the mid-1980s to generate maps for customers. In 1991, R.R. Donnelley combined custom mapping expertise with advanced spatial technology to pioneer next generation electronic publishing software for interactive mapping applications. In 1994, it became an independent company and was renamed GeoSystems Global Corporation. Throughout the early 1990s, the company established a large number of significant partnerships with leading information publishing companies around the globe and developed numerous electronic applications.

In February 1996, MapQuest launched the first consumer-focused interactive mapping site on the Web, MapQuest.com. With an innovative business model and first-of-its-kind Web site, MapQuest.com captured the attention of the Internet consumer and business market. In 1999 the company was renamed to MapQuest to leverage the popularity of its online brand. MapQuest was acquired in 2001 by America Online, Inc. The Company headquarters is in Denver, Colorado with a major technology branch in Lancaster, PA.

Today, the culmination of a 40-year evolution of mapping and technology has made MapQuest a leading consumer Web site and business application for getting people where they need to go.

## MapQuest Facts

Today, MapQuest is comprised of the Internet's most visited map site<sup>1</sup> MapQuest.com, a variety of wireless applications and a geospatial web services platform supporting some of the most well-known brands in a variety of industries.

The MapQuest.com<sup>®</sup> site currently has 45 million users per month<sup>1</sup> and generates 16 million maps and routes every day! Providing online maps, aerial images, driving directions, business directory, gas prices and real time traffic, MapQuest.com gives consumers the ability to find a place and get there confidently.

MapQuest<sup>®</sup> Wireless services extend the company's popular place search, mapping and directions services beyond the desktop to cell phones and other wireless devices. We have one of the top brands accessed on a mobile device<sup>2</sup>, a voice-guided mobile application, and more.

MapQuest<sup>®</sup> Platform Services has helped thousands of global brands and developers build rich, engaging mapping applications for web, wireless and desktop applications.

Behind all these 3 business units lies MapQuest Technologies - an organization that practices Agile - Scrum development. We have exceptional technologists that work with JavaScript<sup>™</sup>, Action Script, Java<sup>™</sup>, C++, Ruby, Groovy, Perl, Oracle and/or MySQL<sup>®</sup> on a daily basis.

## Announcing the MapQuest<sup>®</sup> Platform: Free Edition

This new offering of our developer API has taken nearly all the features of our platform and made them freely available. The Free Edition provides developers with a comprehensive toolset and flexible APIs to build engaging online user experiences. Developers can choose the programming language of their choice and the features they need to build the application they want, the way they want.

Develop in a variety of programming languages and environments, they can even mix and match: Java<sup>™</sup>, C++, .NET, JavaScript<sup>™</sup>, AS3 (Adobe<sup>®</sup> ActionScript: Flash<sup>®</sup>, Flex<sup>™</sup>, AIR<sup>™</sup>), and our newest API: FUJAX (Flash Under JavaScript and XML), which allows developers to write in JavaScript, yet leverage the power of Flash.

For more information regarding our Developer options, check out our site at <http://developer.mapquest.com> or our blog at <http://devblog.mapquest.com/>.

<sup>1</sup> comScore Media Metrix February 2008      <sup>2</sup> Nielsen Top 10 Lists for 2007, Nielsen Mobile Internet Report