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Dedicated Maps, Inc. Announces Breakthrough in Internet-Based Marine Traffic Mapping Applications

New Technology Platform Provides Real-Time Information Sharing and Personalized Customization for the Fastest, Most Cost-Effect Response during Emergencies

PORTLAND, Ore., September 14, 2009 – Dedicated Maps, Inc. today announced the Dedicated Mapping Platform (DMP), the first technology platform that enables real-time visual presentation of vessel tracking both inland and along the coastline. Dedicated Maps, Inc. is the only provider to offer a customizable platform that allows the sharing of information among different vendors and manufacturers to track ships, equipment caches and geographical response plans critical to informed decision-making during an emergency.

Historically, marine companies have only had costly and complex solutions for vessel tracking functionality. From proprietary systems to expensive hardware with limited functionality, the proposition to globally manage assets was daunting. DMP provides robust tracking functionality by accepting data from more formats than any competitor and delivering a high-quality user experience to the most popular browsers and mobile devices.

“Ship owners want the ability to track their own vessels without telling their competitors what they are doing,” said Don Hollerich, Founder, Dedicated Maps, Inc. “Our powerful and proprietary DMP allows users to register their vessels and share information using advanced, cost-effective tracking devices, which they’ve never been able to do – all within an easy to use platform.”

“We need to be ready in the event of an emergency,” said Doris Allen, Association Administrator, Maritime Fire and Safety Association. “With DMP, we can tell what response equipment is available, where it is located and how to most quickly get it to the problem site. The

up-to-date visual presentation helps us to respond faster, and with better information, when it counts.”

Dedicated Maps, Inc. has developed three applications leveraging the DMP technology platform: Oil Spill Response Tracker, Fishing Fleet Tracker and Commercial Traffic Tracker. Each system allows clients to define and register their vessels and other mobile assets and determine what information will be displayed and the level of privacy required. In addition to vessel tracking, the applications can display both public information such as Restricted Fishing Areas and Geographical Response Plans, as well as overlays of information relevant to the particular business.

Oil Spill Response Tracker

The Oil Spill Response Tracker provides real-time information to allow response companies to quickly and accurately respond to emergency situations.

Fishing Fleet Tracker

The Fishing Fleet Tracker enables individual fisherman or a fishing fleet to be tracked privately utilizing any one of the VMS tracking systems available. The fleet owner can view his vessels on a private map, while being invisible to competitors. Fleet owners can add custom layers to match individual business requirements.

Commercial Traffic Tracker

The Commercial Traffic Tracker allows commercial vessels to be tracked using standard AIS A/B, in addition to satellite-based tracking systems. The information can be privatized or shared depending on customer/Coast Guard needs and enhanced as necessary.

Dedicated Maps provides more capability, along with customizable information sharing and privatization at a fraction of the cost compared to competitive offerings. Dedicated Maps, Inc. is currently taking orders. Subscription-based services are also available that allow businesses to register vessels, pay via credit card and track those vessels. For more information, visit www.dedicatedmaps.com