

Media Contact: Don Hollerich
503-347-3984
dhollerich@dedicatedmaps.com

Dedicated Maps, Inc. Announces Internet-Based Fishing Fleet Tracker Mapping Application

New Technology Platform Provides Real-Time Information Sharing and Personalized Customization to Address the Commercial Needs of Fishing Fleets.

PORTLAND, Ore., November 19, 2009 – Dedicated Maps, Inc. today announced the Dedicated Mapping Platform (DMP) Fishing Fleet Tracker, 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, help insure compliance, improve communications between fishing vessels, customers and compliance agencies.

With the advent of ever increasing restrictions and compliance issues, fishing vessel and fleet owners have been required to utilize some of the most advanced tracking technology available. Until now, the tools have been targeted at compliance. Dedicated Maps, Inc. has developed a solution to utilize the existing, and expensive, technology to expressly address the commercial needs of the fisherman. The Dedicated Mapping Platform - Fishing Fleet Tracker helps with insuring compliance, helps improve communication between family, vendors, customers and regulators, and serves as a platform for future requirements.

“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.”

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 fishermen or a fishing fleet to be tracked privately utilizing AIS A/B or any one of the VMS tracking systems available. The fleet owner can view his vessels on a private map, while remaining invisible to competitors. The fleet owner can choose to share some or all of his info with selected partners and 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

###

About Dedicated Maps

Dedicated Maps, Inc. is a Portland, Oregon based business specializing in custom, online mapping solutions for the marine and aviation industries.