



Press Release

For Immediate Release

MAPS OF WORLD CONTINUES ITS JOURNEY OF SUCCESS

New Delhi, 31st January 2008: MapsofWorld.com, window to the world of information, continues its saga of exploring new ways of making itself a more interactive and user friendly website. Apart from successful and timely completion of projects, the website has witnessed phenomenal increase in the number of page views this month, heading towards its all time highest traffic ever. The year 2007 maybe regarded as a watershed year for MapsofWorld.com, in terms of the developments witnessed in technology, graphic layouts, overall organization, innovation and implementation of projects, etc.

The website has launched a unique Maps of World Quiz open to all, worldwide. The wide and exhaustive range of questions based on a variety of topics is sure to activate one's gray cells and make one sit back and think for a while. Apart from being a fun activity, it makes one learn a number of new facts, for the questions have been specially designed for this purpose.

The site has also launched a comprehensive framework of its Business Model, expressing the simple yet elaborate business logic and structure followed by it. Apart from quality maps and information, now a user finds more reasons to be glued to the site, as it has also put up a new online travel reservation system where one can conveniently shop 24x7 for the best possible travel deals on hotel rooms, last-minute vacation packages, car rentals, cruises, airline tickets, tickets to shows and attractions and a lot more other facilities. Some other novel introductions on the site are Maps of World Help, World Environment, Legendary Map Makers, USA Store Finder, All About GPS, etc.

While Maps of World Help is a compilation of information on all products and services, especially the newly launched ones, World Environment is a completely new site containing articles and write-ups on current environmental issues. Legendary Map Makers is as an online encyclopedia which explores the evolution of cartography and cartographers, divided into sections like Map Makers of the Ancient Period, Medieval Period, Modern Period, Contemporary Map Makers, Online Map-Makers, etc. All About GPS, is a site dealing with a detailed description of latest GPS products launched in the market. Keeping its worldwide visitors in mind, especially those in USA, Maps Of World has launched USA Store Finder, a map-based tool, which

enables the user to search for the nearest Retail Store in any area in the USA. One can find its location on the map with its precise contact details.

About MapsofWorld.com

MapsofWorld.com, a global map site, managed by MapXL Inc. (a division of the holding company, Compare Infobase Ltd.) has grown phenomenally over the last five years. MapXL Inc. provides ready-made and custom maps for publishing, data sets, GIS services and content development services, across industry segments.

Beginning with a mere 80 pages, MapsofWorld.com has come a long way to possess more than 80000 pages of authentic and valuable content. This user-friendly site with an international appeal, offers a comprehensive range of information about the world in the form of easily understandable map images. About 87,000 unique visitors per day view the site as on date. Enjoying very high ranks in terms of Google page rank, Alexa Traffic rank, Quantcast rank and a rank of other rating agencies, Maps of World has earned a respectable position for itself in the corporate world.

For more information, log on to www.mapsofworld.com

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