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Primus Geographics Offers NAVTEQ GIS Data through Dedicated Web Site *NAVmart™ Created as Single Entry Point for Industry Leading GIS Data*

Denver, February 10, 2009— Primus Geographics, a leading spatial technology consulting firm, is launching NAVmart.com — a dedicated Web site for NAVTEQ GIS data. NAVmart.com provides users with a comprehensive catalog of NAVTEQ GIS data offerings, including a breadth of formats, complementary data and product information.

The NAVmart portal will offer end-users NAVTEQ® data sources for GIS, desktop, Web and enterprise implementations. Oracle, ESRI and MapInfo users can select the area/geography, file format and projections that best meet their needs. NAVmart also offers three unique color schemas along with improved highway shields for NAVSTREETS®.

Primus Geographics customers will also have access to other spatial and tabular data to complement NAVTEQ GIS data, such as business and consumer demographics, regulatory geographies and much more. This Web-based endeavor, www.NAVmart.com, will provide instant on-line quotes with live chat for immediate customer service.

“As a leading NAVTEQ data reseller, we created NAVmart to meet the growing demands of customers and their recognition of the high quality, completeness and extensibility of the NAVTEQ data offerings,” commented Guy Larson, President, Primus Geographics. “With the launch of NAVmart, we have taken our product and services portfolio to another level to support our customers.”

“Primus Geographics has a long standing tradition of delivering the value of location to businesses and agencies to become more efficient, more responsive, more competitive and more effective,” stated Roy Kolstad, vice president and general manager, Enterprise Americas, NAVTEQ. “By working with Primus Geographics, NAVTEQ map data becomes more accessible and customizable to meet varying customer requirements.”

NAVmart offers sample downloads at <http://www.navmart.com/download.php>.

About Primus Geographics

Based in Denver, CO, Primus Geographics specializes in helping clients create, store, manage and develop the spatial information confined in their database, data mart or data warehouse. Solutions can range from powerful and customized desktop mapping applications to a fully integrated web-based, enterprise-wide deployment. In addition to its own product line, Primus Geographics is a value-added reseller for major spatial data and software vendors, and provides a variety of training and consulting services. <http://www.primusgeo.com>

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About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 4,000 employees located in 196 offices and in 43 countries.

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