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For Immediate Release

ESRI Australia Acquires MapData Sciences

Brisbane, Queensland – 26 February, 2010 – Location intelligence specialist **ESRI Australia** announced today it has finalised its **acquisition of MapData Sciences (MDS)**, an established online digital mapping and hosting company with clients across a variety of industry sectors.

MDS (www.mapds.com.au) has operated since 1997, earning a reputation for delivering business mapping solutions and products for Australia and New Zealand.

The acquisition of MDS will further enhance ESRI Australia's ability to provide comprehensive location intelligence solutions in the Australian market.

Brett Bundock, Managing Director of ESRI Australia said "The acquisition of MDS is a significant milestone in ESRI Australia's 32 year history."

"MDS will become ESRI Australia's preferred partner for digital data, representing an exciting opportunity for the expansion of ESRI Australia's location intelligence solution offerings to the Australian marketplace."

MDS and ESRI Australia will continue to operate as separate entities, with no immediate plans for any major changes to MDS's structure or business. MDS will continue to be based in Sydney, NSW, and all MDS staff will remain with the company.

With ESRI Australia's national coverage and established history of delivering successful location intelligence solutions, MDS will continue to build on its success as one of the premier data providers in Australia.

MapData Sciences has been developing and hosting online digital mapping applications for over 11 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects. In addition, MDS provides consulting, systems integration and route optimisation services.

www.mapds.com

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