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Date: 25<sup>th</sup> June 2009

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For Immediate Release

### **MapData Sciences (MDS) appoints NZ account manager**

MapData Sciences appoints Wayne Chapman as the NZ Account Manager, with the responsibility of looking after the existing customer base and continuing to grow the New Zealand business. Wayne brings over 20 years sales and marketing experience centered on direct marketing and distribution.

Wayne has always had a keen interest in location intelligence and with his background he's well placed to help businesses in NZ reduce their costs and maximizing their opportunities, ultimately delivering greater returns by embracing location intelligence.

During his 12 years at NZ Post he was involved in a number of areas of location based information and interpretation. In 1999 he managed the re-launch of the NZ Post Code system. This was the first time post codes had moved into the digital age. Just who used post codes, and for what purposes, was an eye opener for NZ post. It was obvious just how much businesses were using location information to drive their success.

With this experience and MDS' range of digital products and services, Wayne is excited about extending MDS' customer base and providing solutions utilising MDS' fast and efficient online services and extensive professional services teams.

*"With so much focus at present on cost savings, an online hosted application delivers maximum benefits while minimising set up and ongoing costs" says Wayne.*

Outside of work Wayne is a keen golfer, and loves to get outdoors, whether hunting, fishing or just around the house.

*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.*

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