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FOR IMMEDIATE RELEASE:

CDS Business Mapping Announces Birdseye Geocoding

Boston, MA, July 2003 – CDS Business Mapping, a leader in online hazard mapping, announces the release of its revolutionary, *patent pending*, Birdseye Geocoding™ technology. Birdseye Geocoding combines digital street files and aerial images to provide the most accurate geocode possible. The aerial image allows the user to get a "Birdseye View" of the immediate area, and come up with the exact latitude and longitude of the property simply by clicking with the mouse! To use this service the user enters an address, and then the location is displayed on a digital map with the aerial map placed beside it. The aerial photo allows the user to be able to pinpoint the precise location of the property because they can visually locate the property in the photograph. The user clicks on the image where the subject is located. This recalculates the longitude and latitude of the property. The new, more accurate geocode is used for better results from the mapping application.

“There are many mapping applications where users need very accurate geocodes. Today’s geocoding technology has accuracy limits,” explains Dan Munson, VP of Sales and Marketing. “By combining geocoding technology and aerial images, Birdseye

Geocoding dramatically increases accuracy in a simple and elegant way. With the click of a mouse, the user can get the exact coordinates of any location in the US.”

CDS has implemented this new technology in its RiskMeter Online hazard mapping service. The RiskMeter uses this concept to allow the user to move seamlessly between the digital risk maps and the aerial photos. With Birdseye Geocoding, the user gets much more accurate results in distance critical tests such as excess flood determinations, proximity to brush and California Natural Hazard Disclosure Reports.

About RiskMeter.com

The RiskMeter is used by Underwriting Professionals to automate property lookups. The RiskMeter utilizes Internet mapping technology to enable Underwriters to determine the proximity to natural hazards for any property in the United States. The RiskMeter is far more accurate and faster than any other method of property lookups, and can save Underwriters considerable time and money.

About CDS Business Mapping

CDS Business Mapping, LLC., was founded in 1994 as a desktop mapping sales and consulting company. The company offers a full line of mapping software, data and applications for insurers. CDS is dedicated to the creation and implementation of mapping solutions for the insurance industry.

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