



**For Immediate Release**

**Start-up Launches New iPhone™ Mobile Map Applications  
for When You Leave your Car**

*-Pedestrian Smart Phone Map Provider launches new Amusement Park Mobile  
Maps for the iPhone-*

SAN DIEGO, CA – CTIA IT 2009 -**October 7<sup>th</sup>, 2009**—ReadyPath Inc., a new start up mobile map application company launched its latest mobile map applications today at CTIA IT Wireless 2009. The first Mobile Map company to provide walking maps for in-building and large venue locations has now launched their first iPhone applications.

The leading edge viewer technology developed exclusively by ReadyPath, Inc. already services Blackberry™ and Microsoft® Smart Phones, and just launched their first ever mobile walking maps for the iPhone. The new smart phone application downloads the maps and directories into phone memory, making it possible to use a map anytime without having to be on-line continuously. This is a great benefit when you are in a building that doesn't have wireless access. The ReadyPath Maps are surprisingly easy to pan and zoom. They give both the perspective and detail needed to quickly find and locate your event room, session, or even the ride you want to take at a local amusement park. ReadyPath offers Basic Maps, Advanced Maps and Corporate Maps.

ReadyPath developed its smart phone map service to improve the experience for visitors and attendees of in-building locations and large venue events. There are over 250 maps in the Basic maps database that are currently available to customers to download and use today. Basic Maps are available in the following categories:

- Campuses
- Tradeshows
- Entertainment-Amusement Parks, Stadiums, Theatres
- Travel- Airports, Hotel complexes

ReadyPath's Advanced Maps program provides interactive maps with rich detail on local attractions and restaurants including even where to get your morning Starbuck's coffee.

ReadyPath's newly launched Advanced Maps for the iPhone include the following:

DisneyLand®

Universal Studios®

Seaworld®

LegoLand®

iPhone users can purchase the Advanced Maps for a special introductory price of .99 cents.

Corporate Maps allow users to easily find their way around a corporate venue or event, with the latest local details like sessions, schedules, room changes and exhibitor locations, all on their mobile.

ReadyPath maps are also already available for sale through Blackberry App World with more to come over the next couple of weeks. You can follow ReadyPath on [twitter.com/Readypath](https://twitter.com/Readypath) to get updates on when new maps are available and become a fan on Facebook to send your requests for map locations and venues.

For more information on ReadyPath, Inc., its plans for future development and new map functions please contact Tom Brinkoetter at the contact number below.

**About ReadyPath, Inc.**

Readypath, a privately held company was founded in 2007. The company's mission is to be the premiere venue mobile maps provider for all large venue locations. It's their goal to support the first "Green Alternative" to paper walking maps giving customers what they want; real-time information in an accessible and convenient mobile application. For more information on venues supported by ReadyPath Visit [www.readypath.com](http://www.readypath.com)

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