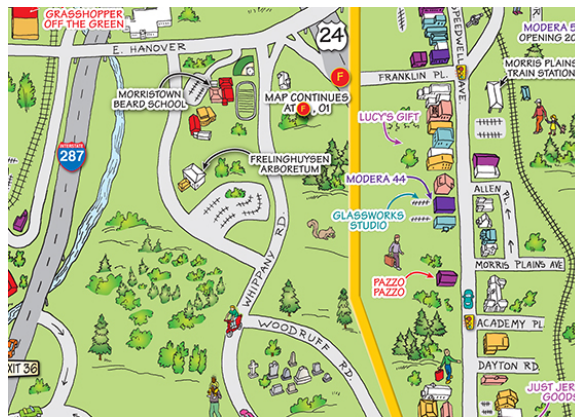




NEW DISCOVERY MAPS MAKE TOP TOURIST DESTINATIONS EASIER TO NAVIGATE

**Road Trip Survival Guide and Instagram Sweepstakes
Further Enhance Summer Travel**



Waitsfield, VT (May 17, 2017) – Throughout 2017, Discovery Map International, creators of the functional and fun-to-use hand-drawn illustrations, will release ten new maps, making their guides available in 133 top tourist destinations across North America. By the end of the summer, travelers will find this free navigation tool in Beaufort, South Carolina; Niagara Falls, New York and Huntington Beach, California. Maps to Waco, Texas; Mt. Pleasant, South Carolina; Niagara, Canada; Ann Arbor, Michigan; Peoria, Illinois and Santa Monica, California will follow by the end of the year.

For families visiting these new Discovery Map destinations this summer, the “Are We There Yet” Survival Guide engages kids with classic car games such as “Twenty Questions” and “Going on a Picnic,” a geography quiz and pointers to help teach children how to read a map. Available at www.discoverymap.com/are-we-there-yet, the guide can be downloaded and printed in advance of vacation, making the road trip a memorable part of any journey.

“Instantly recognizable, Discovery Maps are the maps you know and love,” said Peter Hans, CEO of Discovery Map International. “With new maps and associated activities, families can more closely connect with the local communities they already know as well as the ones they are just visiting for the first time.”

Through the end of the year, travelers to all Discovery Map destinations can further enhance their vacation by entering to win a \$100 gift card by posting an image from their favorite local spot using

hashtag #discoverymap. One winner is randomly drawn each month. For full rules and regulations, visit www.discoverymap.com/instagram.

About Discovery Map

Discovery Map International is the country's leading provider of curated guides to top tourist destinations, cities and towns throughout North America. The distinctively colorful, hand-drawn maps are a favorite of travelers for navigating local dining, attractions, businesses, cultural experiences, ski destinations – and even the best locations to take selfies. Discovery Maps can be found in local hotels, restaurants, shops and other participating venues, and also at discoverymap.com. Named by Forbes as “one of the best franchises to buy” in 2015, Discovery Maps International is headquartered in Waitsfield, VT, in the heart of the Green Mountains.

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