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CONTACT: Steven V. Dubin, (781) 582-1061, sdubin@prworkzone.com

Discovery Maps tips the scale to greater user experience with upgrade to scale map on website

DATELINE: WAITSFIELD, VT...

Discovery Map International, Inc., the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, announced today the upgrade of its Web-based maps to scale maps with enhanced user-friendly features. The digital counterpart to Discovery Map's hard copy maps can be found on Discoverymap.com and embedded in many other websites around the country.

"This upgrade is a real game changer. Until now, we've essentially had digital versions of our hand-drawn maps on our website. You could cursor over the names of advertisers and get a little information but the functionality was confined to the area of the drawn map," said Peter Hans, president of Discovery Map International, Inc. "With the upgrade, visitors will see a scalable map, so they can zoom in closer and have a view of all the streets in the area and get a lot more information on advertisers in the map area. Additionally, you can zoom out for a more global view to see what else is in the area. This is particularly beneficial in areas where we have other Discovery Maps."

The new scale map will also enable visitors to conduct individual searches on things to do, places to stay, places to eat, services, places to shop and other attractions in a specific area or region. These searches provide results that include contact information and links to a company's website and social media pages. The listings will also offer a link to get driving directions.

"What's great about this upgrade is it takes our online maps from being a guide just for those areas where we have hard copy maps to something that's beneficial to travel in and around the 132 areas where we offer maps," said Hans.

Some of the other user benefits with the upgrade include a lighter data load, which improves performance. The new scale map is also easier to read with less clutter.

"Our franchise owners love the scale maps as each map provides backlinks for advertisers and that improves our advertisers' exposure," said Hans. "The new map also enables us to include display advertisers that are not on the print map. This will enable franchise owners to sell ads to companies who may be in or near the same town as the map but not necessarily on the face of the printed maps."

To view the new scale map, visit www.discoverymap.com.

About Discovery Map

Headquartered in Waitsfield, VT, in the heart of the Green Mountains, 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, visitor information centers and other participating venues, and at discoverymap.com.

Franchise Business Review named Discovery Map one of the top 50 franchisors in 2018, FranchiseGrade.com has given our franchise opportunity an A+ rating and when Forbes magazine named us the 4th best franchise in the US for investments under \$150,000. For more information about the Discovery Map, please visit www.discovermap.com.