

Maponics Fills Market Void with New Suite of US ZIP Code and ZIP+4 Databases

NORWICH, Vt. (July 14, 2009) – Businesses seeking a trustworthy source for ZIP Code, ZIP+4, carrier route and other postal data can now turn to the only company that USPS.com refers to for ZIP Code maps. Today, Maponics has launched its long-anticipated full suite of [ZIP Code map data](#) products, featuring datasets that are easily integrated into ESRI®, MapInfo® and web-based applications.

DHL®, UPS®, FedEx®, the United States Postal Service® and other mailing industry businesses have come to depend on Maponics for postal maps, data and information, as have direct marketing giants Pitney Bowes MapInfo® and D&B® (Dunn and Bradstreet). The new Maponics comprehensive suite of ZIP Code data products offers excellent options for companies looking to replace their existing ZIP Code data supplier, especially for those concerned with accuracy, price, support and licensing flexibility.

“We know that businesses have been searching for a ZIP Code data provider that they can trust to be in the market for the long term,” explains Darrin Clement, CEO of Maponics. “The Maponics postal product line has won the confidence of companies like D&B, HelloMetro®, PitneyBowes MapInfo and many other Fortune 500 customers because we are rigorous when it comes to data creation. We build our postal boundaries up from the individual address in a way that best represents the on-the-ground reality, using sophisticated algorithms and strictly following the U.S. Postal Service’s guidance.”

All Maponics ZIP Code data can be delivered in one of many file formats or on a transactional basis via the Maponics Spatial API. Specific datasets now available include 5-digit [ZIP Code boundaries](#), [ZIP+4 data](#) (9-digit ZIP Code data), [postal carrier route boundaries](#), neighborhood-to-ZIP Code correspondence, and custom postal datasets, including [ZIP+2 boundaries](#).

Companies believing they would benefit from access to Maponics [ZIP Code map data](#) should contact Mark Friend, VP of sales and marketing at 800.762.5158 or info@maponics.com.

About Maponics

Maponics specializes in location-based data and information for businesses, including neighborhood, ZIP Code and carrier route boundaries. Local search, real estate, mobile, social media and marketing firms rely on Maponics to power ultra-local interactive search, mapping, and ad targeting platforms, including Pitney Bowes

MapInfo, D&B, infoUSA ®, Citysearch ®, Dominion Enterprises ® (eNeighborhoods ® and Homes.com ®), Zvents ®, Smarter Agent ®, HelloMetro, Roost ®, CitySquares ® and many others. The Maponics Online Store, powered by Maponics data, is the only place USPS.com refers to for postal maps. The company is located in Norwich, Vermont. Additional information can be found at <http://www.maponics.com>

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