

**MapIT provides new and improved route information for the Momentum 94.7 Cycle Challenge
September 2009**

On the 15th of November, the Waterfall Country Estate and The City of Joburg will be hosting the Momentum 94.7 Cycle Challenge and to facilitate cyclists prior to the race and on the day, MapIT has supplied a new route profile and up-to-date aerial photographs to enable them to familiarize themselves with the route.

"While MapIT is still supplying an interactive online map we were asked to supply new map content. We have definitely stepped up and delivered enriched solutions, making this event on par with cycling races worldwide and one of South Africa's most revered sporting events," says MapIT MD, Ray Wilkinson.

The illustrative and functional route profile on the Momentum 94.7 Cycle Challenge web page allows cyclists to analyse the inclines and declines during the race. In addition, cyclists can click on certain points along the route profile and look at the aerial photograph which will give them a more realistic perspective and enable them to orientate themselves better with the route. "These two new functionalities will certainly assist cyclist even more during the planning of their race strategy," says Wilkinson.

Project Manager for Momentum 94.7 Cycle Challenge at Hartford Sports Promotions, Dominique de Klerk says: "This year's Momentum 94.7 Cycle Challenge has a new sponsor and MapIT has supplied new content that provides added value to the cyclists and the City of Johannesburg. By having these realistic images of the route provided by MapIT, we give the cyclists greater insight into the planning and training of the route. These pictures are so up to date in terms of the landscape they depict, that we as organisers are able to better understand the ever changing city and roadway structure as well."

For residence and spectators the interactive online map offers a route planning facility that shows all road closures, alternative routes as well as popular spectator spots in order for residents and spectators to plan meeting points and avoid road closures in and around Johannesburg. To further ease your route planning on the day, motorists can enter their departure and final destination details and received turn-by-turn directions. The map also shows all medical and water points for the cyclists.

To view the online route map and new functional route profile visit the Momentum 94.7 Cycle Challenge website at www.cyclechallenge.co.za

About MapIT

MapIT is at the forefront of digital mapping in Sub-Saharan Africa powering the next generation of location enabled technologies. MapIT's data is used in products and applications such as asset tracking, fleet management, business and market intelligence and web services. Its partnership in Africa with Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions, has enabled MapIT's data to be incorporated into Tele Atlas'

international map offering, thus providing clients with map data of international standards.