

ST GROUP PROVIDES WORLD-CLASS VECTOR MAPPING DATA THROUGH NEW PARTNERSHIP DEAL

April 2010

JOHANNESBURG – March 31, 2010 – Going off course and feeling disoriented in unfamiliar territories is time-consuming, unproductive and not pleasant. Being “lost”, however, is becoming something of the past, as location intelligence, mobility and fleet management solutions provider, ST Group, now provides its clients with access to unsurpassed vector mapping data through a new partnership deal.

The company has signed a partnership agreement with MapIT, the supplier of platinum-standard digital maps to businesses in sub-Saharan Africa. Its shareholder, Tele Atlas, is the leading global provider of digital maps and dynamic content for navigation and location-based solutions internationally.

“The partnership followed an in-depth review of our data partner agreements. We benchmarked all the local players, before entering into negotiations with MapIT, to offer our clients the world class Tele Atlas data,” says chief executive officer of ST Group, Alan Ellis.

Etienne Louw, managing director of MapIT, says that the partnership agreement is beneficial to the end user as they can now access the most comprehensive set of map data for Africa.

In terms of the partnership agreement, ST Group will offer Tele Atlas’ vector mapping data to all South African clients. “The use of the Tele Atlas datasets in South Africa, applies to our QSP mapset, MapMarker ZA - which is our street address range Geo coder - and Drivetime ZA, our routing and trade area creation engine. MapIT has access to data for more than 50 African countries, and our agreement provides for ST Group to offer that data to international and local companies,” says Ellis.

As a result, clients of ST Group have access to the best coverage and quality datasets available for deploying location intelligence applications.

“Existing users on maintenance will automatically receive the Tele Atlas data when our data upgrades are issued,” says Ellis. He adds that the partnership also ensures

that the combination of Pitney Bowes MapInfo software, local training, support and development and local data remains at the highest level.

Internationally, Tele Atlas is the data provider of choice for MapInfo – South Africa is now in line with that global partnership.

ABOUT ST GROUP:

Founded in 1994, Spatial Technologies is above all a solutions company, focused on the delivery of location-based business intelligence value to clients. The company's technology harnesses the power of location to deliver a competitive advantage to their clients in the shortest time and as cost-effectively as possible by using Pitney Bowes world-class software and technology.

Today Spatial Technologies is part of the expanded ST Group, which also comprises UConnect (focused on mobility solutions and resource management) and Connected World Solutions (development support and training).

ST Group strives to be the group of choice for providing location intelligence and mobility solutions across the enterprise. The group places a high value on developing long-term relationships with all stakeholders. Clients come from, among others, the banking, retail, logistics, finance and telecommunications sectors.

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.

MapIT's shareholder Tele Atlas is the leading global provider of digital maps and dynamic content for navigation and location based solutions and has enabled MapIT's data to be incorporated into Tele Atlas' international map offering, thus providing clients with map data of international standards.