

PRESS RELEASE

FOR IMMEDIATE RELEASE:

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Snowmobile Trail Map goes Hi-Tech
MAP, Inc. to produce first GPS-based trail map

(Presque Isle, ME) Locals have always known where to go. For years, northern Maine's extensive snowmobile trail mapping system has relied on local snowmobile clubs and trail-groomers for information. But technology has reached deep into the woods and fields, as an Aroostook County snowmobile enthusiast took on the task of mapping some 2500 miles of snowmobile trails via Global Positioning System (GPS).

Since 1993, Marketing Advertising Planning (MAP), Inc., in conjunction with the Association of Aroostook Chambers of Commerce (AACC), has produced a bi-annual snowmobile trail map, providing locals and visitors with the most accurate picture of trails, potential obstacles, and information. Thanks to the help of Kirk St. Peter, the new snowmobile map will provide a huge leap forward in accuracy and precision. ³AACC is so excited. We now have the foundation for a publication that will serve local snowmobilers and visitors well. This venture positions Northern Maine as a leader in outdoor recreation for years to come.² said Wendy Landes, President of AACC.

Kirk and Cheryl St. Peter, owners of County Environmental Engineering, Inc., recently traveled about 4000 miles to record via GPS some 2500 miles of trail systems. Kirk says he made the trip for many reasons, including the goal of producing the most comprehensive map possible. ³Having accurate trail maps will help enhance the snowmobiling and tourism industry for northern Maine,² explained Kirk. ³On a more personal note, I wanted to possibly be the only person to ride every inch of every trail from Estcourt Station to Danforth and from Madawaska to Medway. And I'm confident MAP, Inc. will use the data to produce the best snowmobile map possible.² St.

Peter also noted that he found great snowmobile conditions throughout Aroostook County, and recognized the hundreds of volunteers who take great care of the County's trail system.

MAP recently purchased the necessary software and equipment to translate the GIS data collected by the St. Peters to a useful high quality graphic. It is MAP, Inc.'s intention to produce a new snowmobile trail map utilizing the GIS data. MAP, Inc. is also considering a gazetteer type publication that will include all the information at the avid snowmobilers fingertips and an interactive web site for snowmobilers and ATVers. ³Since much of the snowmobile trail and ATV trail overlaps, our hope is to use some of this data gathered by Kirk to produce an ATV trail map sometime later this summer,² said Michael Bosse, President of MAP, Inc. ³It is also our intent to offer for sale, the GIS file for individuals and authorities to use in their personal units for non-commercial purposes.²

Global Positioning System is currently the only fully functional Global Navigation Satellite System
<http://en.wikipedia.org/wiki/Global_Navigation_Satellite_System (GNSS).
More than two-dozen GPS satellites are in medium Earth orbit
<http://en.wikipedia.org/wiki/Medium_Earth_orbit , transmitting signals allowing GPS receivers to determine the receiver's location
<http://en.wikipedia.org/wiki/Geographic_location , speed and direction.
Since the first experimental satellite was launched in 1978, GPS has become
an indispensable aid to navigation
<<http://en.wikipedia.org/wiki/Navigation>
around the world, and an important tool for map-making
<<http://en.wikipedia.org/wiki/Cartography> and land surveying
<<http://en.wikipedia.org/wiki/Surveying> .

MAP intends to release the 2007 snowmobile trail map in early October. For more information, please contact Michael Bosse at (207) 764-8428.

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