

FOR IMMEDIATE RELEASE

Hanley Wood Market Intelligence and DataMap Intelligence, LLC Enter Into a Data Exchange Partnership and Licensing Agreement

Costa Mesa, CA (PRWEB) December 10, 2009 –Hanley Wood Market Intelligence and DataMap Intelligence enter into an agreement to exchange proprietary new home development data that each company collects in an effort to strengthen both parties flagship products.

“This exchange of core information sets allows Hanley Wood Market Intelligence to strengthen our product offerings to the homebuilding community” said Andrew Reid, President.

Hanley Wood Market Intelligence will be overlaying DataMap STREETS geospatial data project shapes onto existing mapping features in the Builder InfoTools strategic planning solution. The DataMap geospatial project shapes can then be easily be layered onto the underlying map, creating an easy to read visual. Builders and land developers can now see the exact location of virtually all new residential developments within a specific area, the street layout, size and position of lots, types of lots approved for the area, approval dates and other valuable data overlaid on aerial imagery. This will revolutionize the way builders and land developers explore opportunities.

“As a developer, I craved this information...” says Charlie Schwab, President of DataMap Intelligence and a land developer himself. We will be releasing an application for use with GPS enabled smart phones. It will perform the same functions with the added benefit that the information will change as the car travels, thereby displaying all developments within the area, adds Schwab.

About Hanley Wood

Hanley Wood, LLC, is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data, and custom marketing solutions. The company also is North America’s leading publisher of home plans. **Hanley Wood Market Intelligence** is the housing industry’s leading provider of rich data and analytical services on residential real estate development and new-home construction. The division’s customers include home builders, developers, lenders, and building-product manufacturers. Clients use the division’s products and services to make critical business decisions on everything from pricing strategy and construction financing to geographic expansion and target marketing. Through proprietary software products and research reports, **Hanley Wood Market Intelligence** also provides customers with analysis of key trends affecting the housing market. www.hwmarketintelligence.com

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment. www.hanleywood.com

About DataMap Intelligence

DataMap Intelligence, LLC is a complete and comprehensive GIS content provider that creates, collects and distributes geospatial data pertaining to virtually all new and emerging residential developments across the United States and Canada. DataMap’s products offer endless possibilities by providing real time, manipulative data for companies that depend on accurate and updated geospatial data for new residential developments. What makes DataMap unique is the fact that it has aggregated data pinpointing the exact location of virtually all new and emerging residential developments throughout the United States and Canada, together with their vital characteristics, **and** DataMap can deliver this data in geospatial format. This combination is currently unavailable elsewhere. www.datamapintel.com

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