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NEWS

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Bushnell Partners With Intermap Technologies Corp. As Its Source For Digital Outdoor Maps

Overland Park, KS — Bushnell Outdoor Products has announced an agreement with Intermap Technologies Corp., which will provide detailed outdoor maps to owners and users of the company's ONIX GPS receivers. Bushnell customers will be able to download digital terrain data, roads, trails and points of interest (POIs) for most recreation areas in the United States.

Intermap will provide access to its AccuTerra mapping data which features several layers of geospatial information including elevation data, trails, paths, roads and outdoor specific POIs such as campgrounds, service facilities and trail heads. Hunters and hikers will also appreciate the land use display that clearly shows the location of public and private land boundaries.

The new data will be available for download at www.bushnellgps.com and on preloaded Micro SD cards in the second quarter of 2008. Consumers will be able to select the AccuTerra maps for specific regions and locations in the contiguous 48 states and Hawaii for use on their ONIX GPS. For more information, visit www.bushnellgps.com.

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About Intermap Technologies:

Intermap (TSX: IMP.TO, AIM: IMAP.L) is a preeminent digital mapping company creating uniform high-resolution 3D digital models of the earth's surface. The Company is proactively remapping entire countries and building uniform national databases, called NEXTMap[®], consisting of affordably priced elevation data and geometric images of unprecedented accuracy.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell[®], Tasco[®], Serengeti[®], Bollé[®], Uncle Mike's Law Enforcement[®], Stoney Point[®], Hoppe's[®], Butler Creek[®], Kolpin[®] and Final Approach[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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