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FOR IMMEDIATE RELEASE
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Press Release

Vacation plans made easier!

JIMAPCO takes the trouble out of travel with a newly expanded Internet presence.

ROUND LAKE, NY, April 12, 2005 – Long recognized as an expert in creating and distributing maps for U.S. travelers at home and abroad, JIMAPCO chose the Internet expertise of Chameleon Systems to help its customers navigate its website with the same ease of use they find in JIMAPCO maps and atlases. Recently launched, the new JIMAPCO website (www.jimapco.com) features the full line of products found at the JIMAPCO store located on Route 9, just south of Round Lake, NY.

In 1966, Jim Fisk, the founding father of JIMAPCO, volunteered to help with a church canvassing project, creating a detailed map of Burnt Hills, NY. Extra copies of the map quickly sold at a local pharmacy and soon other area communities eagerly sought Fisk's map-making skills.

JIMAPCO attributes its success to its dedication to Fisk's goal "to provide you with maps to swear by...not at!" Today JIMAPCO researches and publishes over 100 titles and is the distributor for globally recognized cartographers including Rand McNally, Delorme, and USGS as well as many others.

Although JIMAPCO maps and atlases can be found at Price Chopper, Stewarts, Barnes & Nobles, and many other nationally known retail establishments, the addition of Chameleon Systems expertise has helped the company bring its superior product quality, ease of use, and accuracy to travelers across the Internet. In addition to folded maps and atlases, the new web site also offers JIMAPCO customers access to globes, videos, books and other travel accessories, formerly found only at the company store.

All are cordially invited to explore the new Internet mapping options at <http://www.jimapco.com>.

About JIMAPCO

Based in Round Lake, NY, JIMAPCO is a nationally recognized publisher and distributor of local, regional, and state maps and atlases that feature accurate, detailed, and easy to read information. The company's new Internet presence makes their quality products readily available to travelers worldwide.

JIMAPCO's product line of maps and atlases can be found in retail establishments throughout the northeast and in large retailers nationwide. We offer competitive pricing structures and superior service. Companies wishing to become a JIMAPCO reseller are welcome to call JIMAPCO's sales department for assistance in setting up an account at 1-800-MAPS123, or email at sales@jimapco.com

About Chameleon Systems

With headquarters in Rexford, NY, Chameleon Systems has been providing custom software solutions since 1995, servicing both small and mid-size corporations as well as the "elite" of the Fortune 500. Based in, NY, the company's experience ranges from traditional business web sites to e-commerce, software development and corporate intranets.

Additional information about the company is located at <http://www.chameleon-systems.com> or contact Chameleon Systems, 80 Blue Jay Way, Rexford, NY, 12148.

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