

ZoomProspector Powers Business Location Decisions

New website is first to offer businesses free access to comprehensive demographic, community, and real estate data while providing a new way for economic development organizations to market their communities.

San Francisco, Calif., October 7, 2008 – A new website was launched today that will help businesses and communities survive and thrive in the current economic environment. The official launch of ZoomProspector.com today is a revolutionary step in both economic development and business location decision making.

ZoomProspector.com simplifies and improves the process of site selection analysis, so companies can quickly and effectively identify the right community for their business start-up, expansion, or relocation.

ZoomProspector.com allows businesses to avoid the many pitfalls of choosing the wrong location, which is even more critical in these unstable economic times. ZoomProspector does this by aggregating an unprecedented wealth of demographic, socioeconomic, and commercial real estate data in a single location, enabling companies to easily find the best community that matches their particular workforce needs, target customer base, and infrastructure requirements. In the past, this level of analysis would have entailed weeks of manual research, phone calls, and visits to multiple government offices. Additionally, as a free service, ZoomProspector removes the cost barriers that traditionally have prevented smaller companies from accessing this vital data.

“Approximately 750,000 businesses look for a new facility nationwide each year. With the unprecedented challenges facing businesses of all sizes today, including skyrocketing fuel costs, the credit crunch, rising unemployment and a global economy, businesses cannot afford to make anything less than the most informed business location decision. While the larger of these companies may have the resources and expertise to conduct an exhaustive demographic search and analysis, smaller and mid-sized companies typically have not had access to community data beyond property listings. They’ve essentially been making the most important decision for their company’s long-term success wearing a blindfold,” said Anatalio Ubalde, CEO at ZoomProspector.

“ZoomProspector changes this dynamic,” continued Ubalde. “It integrates and presents data that was once hard to find and even harder to understand in a meaningful way, so large enterprises can perform faster searches, and small companies now have the tools needed to make informed, effective, and ultimately successful decisions for their relocation plans.”

With ZoomProspector, any company considering a move or expansion can perform a nationwide search based on a wide range of criteria – from age demographics and education levels to costs, venture capital, highways, commute times, and proximity to airports. ZoomProspector objectively identifies the optimal communities based on consistent, third-party data and uses online mapping technology to search and display the locations that exactly match the company's needs. Additionally, ZoomProspector can overlay nearby businesses that are a potential source of competition or synergy. After identifying optimal communities, businesses can easily drill down to view specific

properties within those areas. Commercial realtors can showcase their available properties to a highly targeted audience.

ZoomProspector also delivers significant benefits to county and city-level economic development organizations. With its nationwide reach, the site enables local communities to effectively target and attract a broader audience to help them grow their local economy, weather a slowing economy, and better compete in a global market.

ZoomProspector leverages GIS Planning's decade-long experience pioneering web-based geographic information system (GIS) applications for municipalities, regional government agencies, and community organizations focused on economic development. The company created the world's first web-based economic development GIS program, and today, GIS Planning's Software as a Service/Internet technology is actively employed by more economic development organizations than any other economic development service provider or consultant in the country.

About ZoomProspector.com

ZoomProspector.com speeds up and simplifies the process of site selection analysis so that companies can quickly identify the optimal location for their business start-up, expansion or relocation. Instead of spending days of research going to multiple government offices, real estate companies, and data sources you can get all of that information on ZoomProspector free of charge in minutes. Businesses define the community and property characteristics that are important to them. Then ZoomProspector uses its online mapping technology to search and display the locations that exactly match the company's needs. ZoomProspector objectively identifies the optimal communities for your business based on consistent, third-party data so you can truly compare apples-to-apples for all locations in the United States.

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