



Magellan® Comes Out in Force at CES 2008

Magellan Spring Lineup of 9 New Vehicle Navigation Solutions Includes Google™ Local Search on Connected Navigation, World's First Flat-Panel GPS, and OneTouch™ User Interface for Unparalleled Ease of Use

LAS VEGAS – Jan. 7, 2008 – Magellan, the world's fastest-growing GPS brand, today introduced nine new vehicle navigation units at the 2008 Consumer Electronics Show (booth no. 31247) featuring innovations in connectivity, design, ease of use, and accessibility, including the first GPS model that includes Google Local Search.

Maestro Elite 5340+GRPS Introduce Google Local Search to Auto Navigation for the First Time

Magellan's new Maestro™ Elite 5340 connected navigation device features Google Local Search and lets users search the Web for businesses in a specific neighborhood and then route to the location. Google's search feature also enables Maestro Elite 5340 users to search for local events from major concerts to family story time at local libraries, the first vehicle navigation device to offer this feature from Google.

Through the Maestro Elite 5340's wireless GPRS connection, Magellan also will deliver real-time traffic information and local weather forecasts, and make it possible for users to send addresses and notes to the Maestro Elite 5340 wirelessly from a PC so they're ready to navigate once they get in the car.

First OneTouch User Interface Gives Auto Navigation Users Unparalleled Ease of Use

Magellan's new large-screen 5-inch Maestro Elite 5340, Maestro Elite 5340+GPRS auto navigation devices feature OneTouch, a revolutionary and patent-pending new user interface that puts the user's favorite routes, searches and applications such as an MP3 player just one click away. After users identify and store favorite restaurant chains and other destinations in the device, the OneTouch feature lets them instantly access directions to the nearest locations with one quick menu click. The OneTouch menu also enables instant access to the most-used features that the driver defines.

The OneTouch interface gives instant access to favorite businesses, restaurants, services and more, so drivers can find the things they care about in a click wherever they are; instant access to specific address destinations so drivers can quickly route to the same address when needed; instant access to applications so users can quickly play music, make a call, find an address, or use the trip planner for multiple destinations; and instant access to all Points of Interest (POI) from a single source so drivers can perform one search and get results from both the standard POI database and Magellan-exclusive AAA TourBook® database. Results are organized in a tabbed format.

When the Maestro 5340 is connected to live services via the optional GPRS cradle, OneTouch offers a complete and detailed Local Info screen that includes multiple views of location-specific data like weather, local events and a growing list of services so users can see it all at a glance.

First Flat-Panel Auto Navigation Solutions

The Maestro Elite family of units, including the compact 3.5-inch Maestro Elite 3270, also feature the industry's first seamless touch-panel that integrates the newest display technology for the most responsive screen on the market and an elegant, high-tech look. Even a light touch will instantly get users to the next screen with this high-sensitivity display. Magellan is the first GPS manufacturer to eliminate the plastic bezel-housing common to portable navigation devices. The result is an edge-to-edge, completely flat touch display that gives the Maestro Elite 3270 a state-of-the-art, seamless surface with sensitivity and performance superior to anything else on the market today.

The Maestro Elite products also feature 3-D rendered landmarks and buildings; Magellan's live traffic service and predictive traffic data; 6 million POIs; AAA TourBook® and Roadside Assistance details; and advanced voice command functionality.

Magellan RoadMate® Line Expands with Five New Solutions

Magellan will add five new additions to its popular Magellan RoadMate series of entry-level vehicle navigation units, including the first 4.3-inch widescreen units from Magellan at this price point. With attractive retail pricing that begins at just \$229, the Magellan RoadMate is ideal for drivers new to the GPS category or for parents to give to their younger drivers. New features being added to the RoadMate line in 2008 include fully integrated live traffic and expanded POIs to total more than 6 million.

"We are excited about the breadth and depth of differentiation we're introducing this spring. With products ranging from \$229 to over \$1,000 all providing a premium end-to-end navigation experience, we're confident Magellan will continue to be a significant driver of GPS adoption in 2008," said Nelson Chan, president and CEO of Magellan. "With exclusive partnerships, unique features, new standards for ease of use, and a number of industry 'firsts,' Magellan is focused on creating a navigation experience that puts a wide range of users in control of their travel."

“Successful navigation offerings have to target specific consumer segments in order to maximize product appeal,” says Thilo Koslowski, vice president and automotive practice leader at Gartner Inc. “First, second and third generation navigation users have diverse needs that must be addressed with a range of offerings and differentiated features. Internet-enabled innovations in particular provide advanced navigation users with a connected and dynamic navigation experience that goes beyond more standard offerings.”

About Magellan

Magellan allows people to travel, work and play their way with leading portable navigation and positioning solutions across multiple consumer and business-to-business markets. Recognized as an industry innovator, the company is the creator of the award-winning Magellan RoadMate[®] series portable car navigation systems, Maestro[™], CrossoverGPS[™], the Magellan Triton[™] outdoor handheld navigation devices, the Hertz[®] NeverLost[®] car navigation system and ProMark[™], the best-selling single frequency GPS survey product line on the market. Magellan is privately held and headquartered in Santa Clara, Calif. For more information on Magellan, visit <http://www.magellangps.com>.

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