

**Press Release
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Solution for iPhone and iPod touch

MARCO POLO CityGuides now for iPhone and iPod touch

In cooperation with Falk Marco Polo Interactive, the start-up company iheads has developed a new application for the Apple iPhone and the iPod touch. A total of 42 MARCO POLO CityGuides are gradually being made available to download in the iTunes App Store.

The MARCO POLO CityGuides are the ideal travel companions for any trip you make to a city. Together with the iPhone or the iPod touch, 42 of the most exciting big cities in Europe can now be explored. Users can choose from over 35,000 travel destinations which are presented in eight categories (Top Highlights, Places of Interest, Food & Drink, Shopping, In the Evening, Art, Culture & Museums, Hotels and Exhibition Centres & Transport). The MARCO POLO CityGuide application therefore offers what is currently the world's most extensive selection of travel destinations in the iTunes App Store. Whether you are interested in Top Highlights that you really must not miss out on or are keen to explore exclusively researched MARCO POLO Insider Tips on the most fashionable locations, the MARCO POLO CityGuide gives you



Further information for the press:

talkabout communications gmbh
Katrin Hilger
Balanstr. 73
81541 Munich, Germany
Tel.: +49 (0)89 459 954-20
E-mail: KHilger@talkabout.de
Internet: <http://www.talkabout.de>

Press Office of Falk Marco Polo Interactive with images and texts to download:
<http://falk.talkabout.de>

Falk Marco Polo Interactive GmbH
Patricia Ciaravolo
Marco-Polo-Straße 1
73760 Ostfildern
Tel: +49. 711 4502.463
Fax: +49.711.4502.320
E-mail: p.ciaravolo@mairdumont.com

all the information you need in a compact and multimedia format. Detailed text descriptions and high-quality images give a first impression of each travel destination and, as well as contact details, they deliver other valuable information, for example regarding prices, service or styles of cuisine on offer.

Great for locals too

MARCO POLO CityGuides are also of interest to the people who live in the city featured because of the large amount of information they contain. In Berlin, for example, you can make exciting new discoveries when you choose from over 600 gastronomic entries which come with detailed information. Future Community functions will transform the MARCO POLO CityGuide into the perfect urban companion for visitors to a city and locals alike.

Persuasive additional functions

As well as detailed Travel Guide information, the MARCO POLO CityGuides offer a very persuasive choice thanks to their many additional functions. Users are able not only to select the individual travel destinations, but also to save their own specific personal favourites and call them up again quickly and easily when they need to. A taxi-call function is also integrated for the iPhone. One particular highlight which the application offers is the option to book hotels directly via HRS. Further additional functions can be added conveniently via free online updates. Examples of optional updates planned for 2009 are the integration of user ratings, the uploading of photos created by users, an events calendar and discount

codes for events. The MARCO POLO City-Guides are currently available at the entry level price of 3.99 euros. The CityGuides can be found in the iTunes App Store under the "Travel" section. An overview of all the City-Guides currently available can be found at:

<http://www.iheads.de/cityguide/>

About Falk Marco Polo Interactive

Falk Marco Polo Interactive (FM-I) is a MAIRDUMONT company whose headquarters are in Ostfildern near Stuttgart. On the basis of its multi-award-winning technologies, FM-I is active in the following business segments: "Navigation Systems and Services for Travellers" with products such as the Falk Navigator and internet services such as Falk.de; "Geographic Information Systems (GIS) for Business Customers" with products such as the Falk Branch Finder and the Falk Route Planner; "Content" – the sale and distribution of global Travel Guide content from the MAIRDUMONT portfolio and the area of "Media", i.e. the use of FM-I's media offerings for communication concepts.

About iheads application development

iheads, which is based in Bernau near Berlin, is a young start-up with the vision to offer users of the Apple iPhone applications which allow these devices to be transformed into practical companions for urban living. The developers promise that a particular benefit will be enjoyed by those users who travel to interesting cities and want to organise their precious free time in the city in a spontaneous and effective way. The founders of iheads, Roland Gerlach and Robert Masata, have found Falk Marco

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- 4 -

Polo Interactive to be a vital partner for developing interactive guides for travellers and residents of lively and interesting cities. iheads is already developing products for further smartphone platforms.
