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Classified Concepts Scoops Award

Santa Barbara, CA [September 14, 2010] – Classified Concepts' Garage Sale Locator App took an award last night at the International Map Trade Association's industry awards.

The app, which enables newspaper advertisers to reach readers via their smartphones, received a silver in the 'Best Use of Technology' category.

Only recently released into Apples 'Appstore' the program is already proving popular with newspapers as it adds yet another dimension to their classified advertising. Free for readers to download, the app displays locally advertised sales on an interactive map and allows the user to find out more information and plan routes incorporating multiple sales.

The app can be customized to match newspaper livery and includes space for additional advertising within the various screens. The app is an upsell opportunity for advertisers who are using print, online and mobile locator maps. Because the app uses newspaper's live listings, it guarantees that users will see current and local sales, unlike several available 'national' apps.

"This iPhone application puts newspapers and their advertisers in touch with a young, fast growing audience who not only consult online and print media, but like to have a wealth of information on the move," revealed April Dausat, Client Services Consultant for Classified Concepts. "This is a great opportunity for our clients to tap into another new revenue stream which has an increasingly bright future," she continued.

Classified Concepts will demonstrate the new app at this year's WCAA conference in Anaheim, California from September 26th - 29th. Or, to find out more, email info@classifiedconcepts.com.

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About Classified Concepts: Classified Concepts provides map based advertising solutions to print and online media organizations for classified advertising of Real Estate, Autos, Garage Sales, Entertainment and local marketplace programs. A leader in developing new technology for the newspaper industry, the company also provides text services for classified, retail, and newspaper marketing campaigns. More information can be found at www.classifiedconcepts.com. Classified Concepts is a division of Maps.com, the leading online supplier of cartographic products.