

**For Immediate Release**

Contact: Heather Chamberlain

Ph: (805) 699-7507

Fax: (805) 685-3330

[heather@maps.com](mailto:heather@maps.com)**Classified Concepts and Digital First Media**

Santa Barbara, CA [January 15, 2014] - Classified Concepts and Digital First Media (DFM) have reached an agreement to provide DFM's more than 70 newspapers with access to Classified Concepts' Real Estate tools for Open Houses, New Builders and Rentals.

Classified Concepts has a 10+ year track record of helping papers generate new revenue through innovative Print, Online and Mobile solutions.

Product options for DFM papers include print maps and directories, interactive online components, iOS and Android mobile apps as well as mobile web pages.

According to Peter Sproul, National Sales Manager for Maps.com, the relationship offers great opportunities for both parties. "Classified Concepts is excited to bring our 10+ year track record of success in helping papers generate new revenue to Digital First Media properties. Our innovative print, online and mobile solutions are perfectly suited to complement both new and existing real estate strategies. Classified Concepts is a fast track to engaging readers in print, online and across all mobile platforms. For Classified Concepts it means further endorsement of our products from industry leader Digital First Media whose reach covers the length and breadth of the nation."

Since its start as a division of Maps.com in 2004, Classified Concepts' primary goal has been to provide newspapers with the tools needed to drive their readers to their advertisers' locations. Successfully doing this with print, online, mobile apps, and mobile web solutions leads to the creation of premium advertising space and multiple program sponsorship opportunities. Generating new revenue is the key to the success of Classified Concepts' map based and geo-location tools.

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**About Digital First Media**

Digital First Media, headquartered in New York City, reaches 67 million Americans each month through more than 800 multi-platform news and information products across 18 states. Flagship properties include The Denver Post, San Jose Mercury News and Los Angeles Daily News.

**About Maps.com and Classified Concepts**

Classified Concepts has been a division of Maps.com since 2004. Maps.com was founded in 1992 and is headquartered in Santa Barbara, CA. They are a leading provider of map-based solutions and geo-location tools for corporations, non-profits, individuals, learning institutions and government entities across the United States and the world.