



Great Circle Mapper Unveils Redesigned Site

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Mountain View, CA, January 12, 2010 -- The Great Circle Mapper (<http://www.gcmap.com/>), which plots precise global routes based on "great circle" Earth distances for travelers, airlines, airports and other users, unveils its new site today. GC Map features a new design that's easier to use for common actions, a new URL that's easier to remember, and a new mapping engine that's over 20 times faster than the existing engine while incorporating many new features.

The new site retains high-quality data and improves on ease of use, attributes which led to a cult following since its launch in 1996. GC Map generates 30 million maps each year.

"This is the first ground-up redesign of the site since it debuted over 13 years ago," said Karl L. Swartz, President and Founder of the Great Circle Mapper. "User suggestions drove numerous features over the years, but many good ideas could not be accommodated within the old architecture. The new design creates a platform capable of supporting all those ideas and more. It's now simpler for a diverse user community."

Great circle distances are the shortest routes across the world taking into account the curvature of the earth. Paths that appear as straight lines on a map are usually longer, requiring more time and fuel for aircraft. Many leaders in the aviation industry are regular users of GC Map, using the site to study and visualize potential new routes or for planning and quoting flight charters. Frequent fliers also are frequent users, using GC Map to calculate distances for planning and tracking elite status qualification.

Robert Ashcroft, VP Planning at Allegiant Air, said, "I've been a happy Great Circle Mapper user since it was first released in 1996. It's a key tool for any airline planning professional, whether to find the distance of a potential new route, to find the nearest airport that can accept commercial aircraft, or simply for basic airport quick reference information. It's always been easy to use but the new site is even better."

GC Map also provides ETOPS (Extended Operations) maps to help visualize where twin-engine airliners may fly in remote parts of the world while staying close enough to emergency landing sites. The new site extends this capability beyond airliners to provide ETOPS information suitable for business jet operations under FAR Part 135.

New advertising opportunities will be available to airports, aircraft makers, suppliers, and those wanting to reach a specific and educated user base. Additional new features will be added to the new site over the coming months.

About the Great Circle Mapper

The Great Circle Mapper (<http://www.gcmap.com/>) began in 1996 as a free tool for visualizing the shortest path between airports around the globe, commonly known as the great circle path, and for computing the distance along this path. A comprehensive database containing nearly 35,000 airports and other facilities allows users to generate maps using nearly any airport in the world. Over 30 million maps per year are served to a diverse user community including airlines, charter operators, aircraft manufacturers, military and other government agencies, pilots, frequent fliers, and schools.

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