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## **NORTHPORT PARTNERS WITH ONTARIO OUT OF DOORS MAGAZINE ON “MAP CENTRE” WEBSITE**

***Leading Canadian Outdoor Publication “GPS-enables” its Website Using Fugawi Web Technology***

TORONTO, Canada – GPS software manufacturer Northport Systems Inc., and *Ontario OUT OF DOORS* magazine, a premier Canadian outdoor sport enthusiast publication, announced today the launch of a joint project to GPS-enable the magazine through a unique interactive website. Based on Northport Systems’ new Fugawi Touratel ([www.touratel.com](http://www.touratel.com)) web map platform, *Ontario OUT OF DOORS* readers will be able to view locations from the magazine’s travel stories on a new interactive Map Centre located on the publication’s website: [www.ontariooutofdoors.com/mapcentre](http://www.ontariooutofdoors.com/mapcentre). The Map Centre is sponsored by Radioworld.ca, a respected Canadian GPS retailer.

Designed to provide readers with significantly enhanced detail compared with traditional publication formats, travel stories from the *Ontario OUT OF DOORS* print edition will be available on the magazine’s website, and referenced locations and destinations can be plotted on the official Canadian Government topographic maps or Google Map™ imagery at the click of a button. Whether preparing for a hunting excursion in the back woods, researching a 4WD vehicle trail, or simply looking for a scenic drive through the countryside, the Map Centre is a perfect planning solution.

Locations can be downloaded for use in Northport’s Fugawi Global Navigator software for PC or Windows Mobile PDAs, or used with a reader’s preferred trip planning software via a standard GPX format. Outdoor enthusiasts can also upload the locations from the website into their choice of a Garmin, Lowrance or Humminbird GPS handhelds or chart plotters. Readers without compatible GPS software and electronics can print paper map copies of the areas they are researching.

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“The new *Ontario OUT OF DOORS* Map Centre provides our readers with access to our premium travel information, at no cost,” said Alison de Groot, Publisher of *Ontario OUT OF DOORS* magazine. “We are excited to have developed this service in partnership with Northport Systems, the leader in GPS mapping and navigation software for outdoor recreation.”

“We have been investing significantly in new Web 2.0 technology which will allow us to deploy more useful map-based products through the internet,” said Robin Martel, President of Northport Systems. Our partnership with Rogers Media to develop an *Ontario OUT OF DOORS* map-based website is one of our first products to leverage our new technology. We are proud to be working with such a well-respected outdoor magazine.”

*Ontario OUT OF DOORS* has further enhanced the value of the Map Centre website by including user forums in which users can upload their own personal stories and photos, share hunting and fishing advice, and even ask questions about GPS receivers and chart plotters. Pro staff at Radioworld will quickly answer all reader’s GPS questions.

#### **Availability:**

All travel information published in *Ontario OUT OF DOORS* from January 1, 2008 onwards is available on the website at no charge. The *Ontario OUT OF DOORS* Map Centre is available online at [www.ontariooutofdoors.com](http://www.ontariooutofdoors.com).

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#### **About Northport Systems Inc.:**

Established in 1995 in Toronto, Canada, Northport Systems Inc. now supplies PC, PDA and Web 2.0-based navigation and mapping software products to over 130 countries under the Fugawi brand. Northport enjoys a worldwide reputation as a leader in GPS mapping software and innovative GPS applications for the outdoor recreation, marine, tracking and military markets. For more information please visit [www.fugawi.com](http://www.fugawi.com) and [www.touratel.com](http://www.touratel.com).

#### **About Ontario OUT OF DOORS Magazine:**

Ontario OUT OF DOORS Magazine, part of Rogers Publishing Ltd., has been serving Ontario outdoor sportsmen for more than 40 years. With a circulation of 92,000 and a readership of more than 660,000, it is Canada’s best-read sportsmen’s magazine. Its mission is to inform, inspire and enable Ontario anglers and hunters. Rogers Publishing Ltd. is a division of Rogers Communications Inc.