

For Immediate Release  
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### **MapQuest hires advertising agency AOR, Inc. to promote 4 Mobile App**

(Denver, CO.) MapQuest selects marketing agency AOR, Inc. to create a campaign promoting MapQuest's mobile smartphone applications, targeting travelers in the Denver International Airport. MapQuest is one of the most recognized and trusted brands on the Internet, providing consumers with mapping and navigation solutions.

MapQuest sought a creative agency to strategically position MapQuest's free 4 Mobile application for Apple iPhones and BlackBerry Smartphones and align with MapQuest's overall branding initiatives. AOR will focus on the app's ease of use and reliability, giving iPhone and Blackberry users on-the-go navigation solutions using the latest technology.

"Our goal is to capture MapQuest's dependability while highlighting the innovation that is driving MapQuest's mobile products," said AOR principal Danyel Newcom. "It's an exciting project to be a part of."

AOR Inc. is an integrated advertising, interactive and design firm with expertise in B-to-B marketing and advertising across all media disciplines, from traditional to digital. AOR Inc. specializes in the high tech and financial industries, and new product and company launches. AOR stands for Agency Off Record, reflecting the agency's nimble approach to problem solving in a changing B-to-B landscape. AOR Inc. is located at 1345 South Broadway and online at [www.thinkaor.com](http://www.thinkaor.com). For more information, call (303) 871-9700.