

CampusTours Announces Interactive Map System

Auburn, ME (July 11, 2006) **CampusTours Inc.** (<http://www.CampusTours.com>) today announced the release of the CampusTours Content-Managed Interactive Map System (CIMS), a revolutionary new product that enables colleges, universities and other organizations to develop engaging and attractive interactive mapping solutions on the World Wide Web.

CIMS is a Macromedia Flash™-based Rich Media Application, designed for distribution over the Web, or via compact-disc. The system creates very compelling and intuitive interactive maps that are capable of being updated through a Flash™-based content management application.

According to CampusTours president Chris Carson, "The CIMS system really gives universities and other organizations a powerful tool for managing and updating very complex interactive maps. And unlike old interactive maps where you had to click on each building to find the philosophy department, all CIMS maps are fully searchable by topics, buildings, academic programs, and more."

Interactive maps based on the CampusTours CIMS system support dynamic hotspots, unlimited media items attached to any stop (videos, photos, slideshows, narration, animation etc.), unlimited searchable topics and subtopics, direct building access, control over building highlight colors and map icons, unlimited numbers of customizable map layers for any purpose (use layers to highlight dormitories, academic buildings, athletic facilities, handicapped accessible facilities, emergency call boxes, parking areas, etc.), and branding capabilities to allow organizations to customize the map with their colors, links and logos.

About CampusTours Inc.

CampusTours Inc. (www.CampusTours.com & www.CampusToursProductions.com) is an interactive media and software company specializing in meeting the marketing, Web and multimedia needs of the higher education community. The Productions division of CampusTours Inc. specializes in developing visually stimulating virtual tours, CD-ROMs and college Web sites that entice students and facilitate direct contacts with university audiences. The CampusTours MultiMedia Engine is currently the leading software application for producing and maintaining cutting edge virtual college tours.

CampusTours Inc. is the owner and operator of CampusTours.com, the Internet's central virtual college tour directory. CampusTours clients benefit from prominent exposure on CampusTours.com, receiving marketing, distribution lead-generation and promotion services for their new tours, CD-ROMs and Web sites.

CampusTours Inc. is based in Maine, and is privately held. For more information, visit www.CampusToursProductions.com, www.CampusTours.com or call 207.753.0136.

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