



Rand McNally Launches New 22nd Edition of Goode's World Atlas

Dramatic New Maps and Strong Cartography Tradition Meet Students' Renewed Interest in Geography

Skokie, Ill., August 24, 2009 – The Rand McNally Goode's World Atlas, long a staple in education institutions, today launches its latest edition, which makes extensive use of digital geographic information to highlight contemporary issues and put geography back on the map.

First published by Rand McNally in 1923, Goode's World Atlas has set the standard for college reference atlases. The new edition features hundreds of physical, political, and thematic maps as well as graphs, tables, and a pronouncing index. The 22nd edition represents a major reworking of the atlas which has been updated and enhanced to reflect the contemporary changing world. Updates include:

- Thematic maps on current geography topics such as global climate change, rising sea levels, carbon dioxide emissions, extreme weather conditions, infectious diseases, and water resources, among others
- More than 160 pages of new reference maps with detailed coverage of each continent
- Thirty-two additional color pages
- Expanded reference map coverage of Africa, Asia, Central and South America
- A greater emphasis on the science behind the maps through innovative cartographic rendering and text descriptions

"Rand McNally takes pride in the quality of the cartography and rigorous research standards underlying each map," said Joel Minster, senior vice president, GIS and product development and chief cartographer, Rand McNally. "This new edition reinforces that those standards are still being upheld, even as features are being added to make geography compelling for today's tech-savvy students."

The new edition features maps produced with the latest digital sources and using software from ESRI, a world leader in geographic information system (GIS) modeling and mapping software and technology, to deliver a contemporary portrait of the planet. Underlying these maps is Rand McNally's proprietary digital world database, the same trusted source used in many of the company's other world atlases.

"Geography gives us new eyes with which to see the world. As someone who has studied and worked with geographic information for more than 40 years, I've realized this information provides insights into what our world is and what we can make of it in the future," said Jack Dangermond, president of ESRI. "I believe the Goode's World Atlas is an invaluable part of this

learning process as it continues to evolve, yet remains rooted in its original function as an accurate and reliable resource."

Rand McNally worked closely with their Editorial Advisory Board, a panel of key educators instrumental in the field of Geography, to select new map topics, assess cartographic approaches, and identify new atlas features. Longtime Goode's users will see numerous changes to the atlas, including the use of contemporary color palettes and graphic treatments to improve clarity, readability, and aesthetics.

Goode's World Atlas is named for John Paul Goode, an academic cartographer, who created the atlas and served as its editor for many editions. Throughout its history, Goode's Atlas has adapted to changes in technology, map design, and curricula. Today, and always, it should be seen as a work of scholarship, incorporating the latest insights into geographical research and knowledge.

The 22nd Edition of the Goode's World Atlas is available now in select retail locations, college and university bookshops, and at randmcnally.com/store

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About Rand McNally – From America's number-one-selling Road Atlas, [The Thomas Guide®](#), [FabMAP®](#) and [Goode's World Atlas](#) to [StreetFinder® Wireless](#) and [IntelliRoute®](#) trucking database, Rand McNally has been an industry leader in the mapping, routing, geographic reference and trip-planning tool marketplace for more than 150 years. With More Roads- Better Directions™, the Company's products are sold in more than 50,000 retail outlets and distributed to [98% of schools](#) across the U.S. Rand McNally is the premier resource for online travel planning as well as maps and directions. For more information, please visit www.RandMcNally.com, call 800-333-0136 or buy maps and travel gear online at <http://Store.RandMcNally.com>.

About Rand McNally Education – For more than 130 years, Rand McNally Education has been committed to opening classrooms to the world by providing products that give students a lifelong foundation of geographic literacy and a love of discovery, and teachers the resources, materials, and guidance they need to help them educate our children and enrich the learning experience. From Achievement Series pull-down maps to the latest in 21st century digital products like Rand McNally Classroom, Rand McNally Education's mission is to provide innovative educational products that help teachers incorporate geography into subjects across the curriculum.

About ESRI – Since 1969, ESRI has been giving customers around the world the power to think and plan geographically. The market leader in GIS, ESRI software is used in more than 300,000 organizations worldwide including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 7,000 colleges and universities. ESRI applications, running on more than one million desktops and thousands of Web and enterprise servers, provide the backbone for the world's mapping and spatial analysis. ESRI is the only vendor that provides complete technical solutions for desktop, mobile, server, and Internet platforms. Visit us at www.esri.com