



INFORMATION MAPPING

FOR IMMEDIATE RELEASE

INFORMATION MAPPING, INC. ACQUIRED BY GROUP OF BELGIAN PRIVATE INVESTORS

Waltham, Massachusetts (June 11, 2009) – **INFORMATION MAPPING, INC. of Waltham, Massachusetts announced today that the company has been acquired by a group of Belgian private investors.**

The Belgian company INFORMATION MAPPING INTERNATIONAL NV (IMI), which was created in April 2009, has purchased the capital stock of INFORMATION MAPPING, INC. and will provide the necessary capital and leadership for IMI to move forward. IMI will be led by *Francis Declercq*, the former CEO of U&I LEARNING, one of the most important European distribution partners of Information Mapping®.

The U.S. Company will continue servicing customers with Information Mapping products and services. *Content Mapper™* and *Roxanne™*, which are XML technology solutions, have been spun off into a separate organization called SIMPLY XML. SIMPLY XML is owned by IMI's former shareholders.

Immediately following the sale, Francis Declercq became CEO of INFORMATION MAPPING INTERNATIONAL. Raoul Dexters has joined INFORMATION MAPPING U.S. as President and will be responsible for all US Information Mapping operations. Raoul lives in Providence, Rhode Island and has extensive experience in management and marketing.

Francis Declercq: *"Thanks to our experience with the products and services of Information Mapping, we are true believers in IMI's global position and promise. Our experience and resources will help INFORMATION MAPPING capitalize on the market opportunity in the current economic environment."*

Doug Gorman, former CEO of INFORMATION MAPPING INC. explains: *"I see this as a very positive change for IMI and am committed to helping INFORMATION MAPPING and the new owners meet their objectives in the marketplace."*

ABOUT INFORMATION MAPPING INC.

Information Mapping Inc. offers products and services to help organizations effectively and systematically capture, manage and share information by changing the way in which their employees design, develop, deploy, manage and communicate information to improve business results.

By applying the methodology, which is based on learning theories, cognitive psychology and 40 years of practical business applications, significant performance improvements can be achieved such as: decrease in reading time (10-50%), decrease in error rates (54%), decrease in questions to supervisors (70%), increase in accuracy of retrieval (32%), increase in documentation use (38%).

IMI's website can be found at www.infomap.com.

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