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Trimble Launches Elite Membership: A Complete Mapping Solution for Outdoor Enthusiasts

Plan Trips Online, Store Offline Maps on iPhone, iPad, Kindle Fire and Android Tablets

SUNNYVALE, Calif., Dec. 11, 2012 /PRNewswire/ -- Trimble (NASDAQ: TRMB) introduced today Trimble Outdoors™ Elite, a comprehensive membership program for outdoor enthusiasts. The Elite membership provides access to more than 2,500 best-in-class topo map bundles that can be stored on smartphones and tablets. In addition, Elite members can view public land boundaries in 46 states, see real-time weather and scout trips with a new online mapping tool.

"From trip planning to offline digital maps and printed maps, Trimble Outdoors Elite provides a one-stop solution for modern-day outdoor enthusiasts such as hikers, backpackers and off-roaders," said Rich Rudow, general manager of Trimble Outdoors. "The Elite program brings more powerful map content and tools directly into our mobile apps in the Apple App Store, Google Play and Amazon Appstore."

The Elite membership includes:

Offline Maps: Outdoor enthusiasts often frequent remote areas, and they need topographic maps that cover large areas stored on their device. With the new Digital Map Bundles, Elite members can download topo map bundles by state, county or park—more than 2,500 areas across the U.S. These map files are dragged-and-dropped onto a SD memory card or into an iTunes account then transferred to the phone or tablet. "With just a few clicks, Elite members can have all the topo maps for a county or national park—such as the Grand Canyon—on an iPhone, iPad, Kindle Fire or Android device," said Rudow. "They don't need a data connection to see maps. The maps are saved on the device."

Public Lands: With the patchwork of private and public lands in the U.S., it's important to know where the boundaries are and whether the land is under private or public ownership. Elite members can view public land boundaries for several land areas, including U.S. Forest Service, Bureau of Land Management, U.S. National Parks, state lands and more. Public land coverage includes all states; except AK, DE, RI and SC. These color-coded land boundaries can be viewed in Trimble Outdoors apps and at trimbleoutdoors.com.

Weather Maps: Before heading out the door, Elite members can check interactive weather maps to see if they need to pack a rain jacket, extra sunscreen, or change their itinerary. Users can zoom into the exact areas they plan to explore at TrimbleOutdoors.com and in any Trimble Outdoors app to see real-time weather overlays, including Doppler radar, satellite images, wind speed, and temperature.

Printed Maps: Search-and-rescue experts advise outdoor enthusiasts not to depend solely on electronics in the field. Now, Elite members can print trip maps on a home printer or receive 20 percent discount on any custom printed map order from MyTopo.com.

Trip Planner: Every adventure begins with a map and planning a trip is an important step for any outdoor person. With the new Trip Planner tool, Elite members can view outdoor maps, draw routes and mark waypoints at TrimbleOutdoors.com. Trips planned online can be quickly and wirelessly transferred to any Trimble Outdoors app.

Members can access the exclusive Elite membership maps and tools in the Trimble Outdoors Navigator smartphone app (iPhone, Android) and in the Trimble Outdoors MyTopo Map tablet app (iPad, Android, Kindle Fire). In addition, Elite features are available at TrimbleOutdoors.com.

How to Buy

Trimble Outdoors Elite is available as a monthly (\$2.99) or yearly (\$29.99) subscription. For more information, visit www.trimbleoutdoors.com/elite.

About Trimble Outdoors

Trimble Outdoors, a Trimble business, develops GPS-enabled mobile apps and map solutions for fitness and outdoor enthusiasts. Its popular apps—Trimble Outdoors Navigator, Trimble Outdoors MyTopo Maps, AllSport GPS™, Geocache Navigator™, Cabela's Recon™, Cabela's Recon™ Fish, Backpacker GPS Trails, and Backpacker Map Maker run on

more than 400 mobile devices worldwide and help consumers navigate on trails and off-road, track fitness workouts, find caches and more. Trimble Outdoors is also a leading provider of print and digital maps for hikers, hunters, and campers via the MyTopo brand. By leveraging Trimble's 30 years of commercial expertise in GPS, software, and communications, Trimble Outdoors delivers cost-effective and convenient position-based services that promote consumers' well-being, security and active lifestyles. For more information about Trimble Outdoors, visit www.TrimbleOutdoors.com.

About Trimble

Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Solutions are focused on applications requiring position or location—including surveying, construction, agriculture, fleet and asset management, public safety and mapping. In addition to utilizing positioning technologies, such as GPS, lasers and optics, Trimble solutions may include software content specific to the needs of the user. Wireless technologies are utilized to deliver the solution to the user and to ensure a tight coupling of the field and the back office. Founded in 1978, Trimble is headquartered in Sunnyvale, Calif.

For more information, visit: www.trimble.com.

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