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Local Start-Up Solidifies Role as Industry Leader

Wausau, Wisc., (Nov. 29, 2007) -- Just two months after announcing the acquisition of Jellyfish.com by Microsoft, management at Fitchburg-based Kegonsa Capital Partners confirmed that another of its portfolio companies has secured a relationship with a major force in its industry.

Wausau, Wisc.-based U.S. Trailmaps, was launched in 2006 and, with financing from Kegonsa Capital Partners, quickly became North America's leading provider of digital outdoor recreational trail data. Today, U.S. Trailmaps and Magellan Navigation, Inc., announced the availability of a new series of recreational trail maps for use with Magellan's leading series of GPS navigation devices, the Magellan Triton™, eXplorist™ and CrossoverGPS™. The venture represents the first time that inclusive recreational trail systems have been available in detail for GPS navigation systems.

"Kegonsa's key investment criterion is the experience and passion of a company's entrepreneurs," said Kegonsa Managing Director Ken Johnson. "Company management Eric Antonson and Mark Voss are both avid sportsmen who knew first hand that, when leaving paved roadways, there was no geographical trail information available on GPS units."

The products, marketed under U.S. Trailmaps' *TrailPlan*® brand, will offer equestrian and snowmobile enthusiasts a new navigational tool to help them explore thousands of miles of trails across the nation.

"Being able to identify rest stops, food service and medical care stations takes much of the apprehension out of exploring a new trail," said U.S. Trailmaps vice president Mark Voss. "Magellan's hand-held navigational devices provide an ideal mechanism for outdoor enthusiasts to utilize our detailed trail data."

TrailPlan allows full interactivity with select Magellan GPS receivers, and provides trail users with up-to-date, relevant and accurate information. The state-based products identifying searchable trails, land areas, points of interest; trail-related businesses, detailed roads and hydrography.

"The release of these new *TrailPlan* products for Magellan devices marks another step in our plans to supply consumers with the most accurate and robust map and content products for their GPS needs," said Justin Doucette, senior manager, product marketing for Magellan.

“This is the first time that activity-specific trail maps have been released for a major recreational GPS manufacturer.”

TrailPlan maps for Magellan Triton, eXplorist, and CrossoverGPS can be purchased via download or SD card format at www.trailplan.com and www.magellangps.com for \$29.99 per state.

About U.S. Trailmaps

U.S. Trailmaps’ mission is, “to map all off-road trails in the United States and Canada.” It is the North American leader in digital outdoor recreational trail data for use in location-based navigation systems and the creation of custom GIS recreational trail data. The privately-held company is headquartered in Wausau, Wisc., and was launched in 2006 with funding from the Kegonsa Seed Fund I, managed by Kegonsa Capital Partners of Fitchburg, Wisc. For more information on U.S. Trailmaps, visit www.ustrailmaps.com.

About Magellan

Magellan is a leader in the outdoor, vehicle navigation, survey, GIS and OEM GPS navigation and positioning markets. Recognized as an industry innovator, the company is the creator of the award-winning Magellan RoadMate® series portable car navigation systems, Maestro™, CrossoverGPS™, the Magellan Triton™ outdoor handheld navigation devices, the Hertz® NeverLost® car navigation system and ProMark™, the best-selling single frequency GPS survey product line on the market. Magellan is privately held and headquartered in Santa Clara, Calif., with European headquarters in Carquefou, France. For more information on Magellan, visit <http://www.magellangps.com>.

About Kegonsa Capital Partners

Kegonsa was established in 2005 to start new companies either by being the first investor with an experienced entrepreneur, or by finding a product and building the management team. It quickly has established itself as Wisconsin’s premier seed investment Fund, and recently was the only Wisconsin fund named to *Entrepreneur* magazine’s list of Top 100 VC Firms.

Kegonsa has started three new companies and has invested in five entrepreneur-founded companies. Seven of those companies are located in Wisconsin. The Kegonsa Seed Fund focus is the higher risk, higher return initial seed investment in a company. The Kegonsa Co-Invest Fund - composed of the same investors as the Seed Fund – co-invest with the Kegonsa Seed Fund in later financing rounds of Kegonsa portfolio companies. For further information visit www.kegonsapartners.com.

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