



ASX Announcement

04 October 2010

NearMap.com appointed to Government Geospatial Supplier Panel

ipernica Ltd

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Postal Address: P O Box 1327,
West Perth, WA 6872, Australia

Australian Stock Exchange:

Code: IPR

Board of Directors

Non-executive Chairman:
Ross Norgard

Managing Director:
Graham Griffiths

Non-executive Directors:
Conrad Crisafulli
Karl-Christian Agerup
Stuart Nixon

Senior Management:

Group Chief Financial Officer:
Mark Maitland

General Counsel:
Jonathan Lawe Davies

Capital Structure

Fully-Paid Shares on Issue:
323.1 million
Unlisted Options on Issue:
7.76 million @ 16c
27.38 million @ 20c
12.50 million @ 40c
47.64 million

Cash Reserves:

A\$10.5M as at 30 June 2010

Perth, Western Australia – Diversified technology and intellectual property group, ipernica Ltd (ASX:IPR), today announced that 100% owned subsidiary NearMap.com has been appointed to an Australian government geospatial supplier Panel, which should significantly improve the efficiency of NearMap.com's sales process to government agencies.

The appointment of NearMap.com to the Panel will simplify the process for Federal, State and Local Government agencies seeking to license NearMap.com's PhotoMaps, enabling them to avoid lengthy tender processes and take a licence on mutually agreed standard terms and conditions.

The creation of this Panel recognises the central role that spatial information plays in decision making and service delivery at all levels of government.

"Our membership of the Panel reflects the quality and utility of our PhotoMaps to governments and makes it much easier for government agencies to license our PhotoMaps," said Adrian Young, NearMap.com Director of Sales. "We expect the removal of these obstacles will have a positive impact on our typical sales cycle time."

Under the Panel, the Government of the Commonwealth of Australia and NearMap.com have negotiated and agreed a binding Deed that will enable government agencies to request PhotoMaps from NearMap.com, without the need to negotiate terms and conditions of contract on a per agency basis. The Deed does not include supply pricing rates. NearMap.com will provide pricing at the time of agency request for quotation on required PhotoMap supplies, and by reference to NearMap.com's Panel Deed number, the Agency can accept the quote and invoke the Deed's terms and conditions under a simple purchase order.

The Government's aim of this procurement process is to assemble a Panel of suppliers, through which remotely-sensed Optical, Geospatial, Radar and Elevation Data and Services may be acquired for mapping, monitoring and other government purposes and to establish a common set of Terms and Conditions under which all government agencies can engage with industry for their particular data requirements. NearMap.com has met the mandatory policies of the Commonwealth and entered into a Deed for Services and Products ("Deed").

NearMap.com will work with the lead agency, Geoscience Australia ("GA") in the administration of contracts awarded under the Panel. GA led the process to appoint the Panel, which commenced in April 2010 with an Expression of Interest and subsequent Request for Tender in June 2010. GA's review included an assessment of NearMap.com's capability to supply, adherence to Commonwealth Policy & Guidelines and finally formal negotiation as to the Term's & Conditions, warranties and indemnities prior to empanelment. The Deed expires seven years from commencement (unless terminated earlier) and may be extended for two further periods of 12 months each.

about Geoscience Australia

Geoscience Australia is Australia's national geoscience research and information organisation. It is a prescribed agency under the Financial Management and Accountability Act within the Federal Portfolio of Resources, Energy and Tourism. On behalf of the government, Geoscience Australia aims to achieve enhanced potential for the Australian community to obtain economic, social and environmental benefits through enhanced global attractiveness of Australian offshore and onshore exploration investment opportunities; improved resource management and environmental protection; and safer communities and transportation. See www.ga.gov.au GA's research and information contributes to enhanced economic, social and environmental benefits to the community – by providing input for decisions that impact upon resource use, management of the environment, and the safety and well-being of Australians.

about NearMap.com

NearMap.com is a location based media company that creates high quality, current and changing PhotoMaps. The Company's breakthrough technology enables the PhotoMaps to be updated much more frequently than other providers, which can be months, if not years out of date. With more than 75% of Australia's population covered regularly, including 60% updated every month, NearMap.com is changing the way governments, companies and communities see their world online.



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about ipernica

ipernica is a diversified technology and intellectual property ("IP") commercialisation group which is focused on the creation and exploitation of IP rights on a global basis, including 100% owned subsidiary NearMap.com.

Further Information:	Graham Griffiths, Managing Director, ipernica Ltd Tel: +618 9420 8500 Email: graham.griffiths@ipernica.com Website: http://www.ipernica.com
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