



ASX Announcement

24 November 2011

nearmap.com signs reseller Agreement with DMS

ipernica ltd

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Postal Address:

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:
Simon Crowther
Non-executive Directors:
Karl-Christian Agerup
Rob Newman

Senior Management:

Director of Finance:
Mark Maitland
VP Licensing & General
Counsel:
Jonathan Lawe Davies

Capital Structure

Fully-Paid Shares on Issue:
323.1 million
Options over Unissued Shares
6.29 million @ 16c
24.91 million @ 20c
31.20 million

Cash Reserves:

A\$10.9M as at 30 Sep 2011

Perth, Western Australia – Diversified technology commercialisation group, ipernica ltd (ASX:IPR), today announced that 100% owned subsidiary nearmap.com has signed a reseller agreement with Digital Mapping Solutions (DMS), a leading supplier of Geographic Information Systems (GIS) to Local Government Agencies (LGAs) throughout Australia.

Nearmap.com CEO Simon Crowther said, "As part of our focused strategy of developing our distribution channels we are looking to enter into reseller agreements with organisations like DMS that can add value to and enhance nearmap's product distribution network. DMS are an industry leader in Geographic Information Systems for Local Governments and with their network of existing customers and future plans we look forward to a fruitful & mutually rewarding relationship".

David Baxter, Managing Director Digital Mapping Solutions said "Nearmap PhotoMaps deliver a powerful way for Local Government to access up to date high resolution imagery. With the benefit of regular updates and the ability to easily access multiple temporal imagery views, PhotoMaps significantly enhances the value that traditional aerial photography provides to a wide range of Local Government business processes. DMS is excited about working with NearMap and delivering this industry leading technology to Local Government across Australia."

about DMS

Digital Mapping Solutions (DMS) is an industry leader in the development and implementation of integrated web based mapping solutions for Local Government. Over the past 15 years DMS has established itself as a leading supplier of Geographic Information Systems (GIS) to Local Government throughout Australia.

With a well established client base and strong management in place, DMS is in a position to ensure that it continues to provide leading edge technology in the long term. DMS is continually focused on ensuring that they have the capacity in place to be able to continue to deliver excellence in customer service and product delivery to its clients.

about nearmap.com

nearmap.com is an online photomap content provider. The Company's breakthrough technology enables photomaps to be updated much more frequently than other providers. With more than 75% of Australia's population covered regularly, nearmap.com is changing the way governments, companies and communities see their world.

**about ipernica**

ipernica is a diversified technology commercialisation group involved in technology innovation and the commercialisation of valuable intellectual assets, including 100% owned subsidiary nearmap.com.

Further Information:	Simon Crowther, Managing Director, ipernica Ltd Tel: +618 9420 8500 Email: simon.crowther@nearmap.com Website: http://www.ipernica.com
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