

Press release

GfK GeoMarketing releases new CRESTA maps for reinsurance companies

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Press contact:
Cornelia Lichtner

Tel. +49 (0)7251 9295270
Fax. +49 (0)7251 9295290

E-mail
c.lichtner@gfk-geomarketing.com

GfK GeoMarketing GmbH

www.gfk-geomarketing.com
info@gfk-geomarketing.com

Bruchsal headquarters:
Werner-von-Siemens-Str. 9
Building 6508
76646 Bruchsal
GERMANY
Tel. +49 (0)7251 9295100
Fax +49 (0)7251 9295290

Hamburg office:
Hans-Henny-Jahnn-Weg 53
22085 Hamburg
GERMANY
Tel. +49 (0)40 2271120
Fax +49 (0)40 2277282

Nuremberg office:
Nordwestring 101
90319 Nuremberg
GERMANY
Tel. +49 (0)911 3952509
Fax +49 (0)911 3954054

Management Board:
Olaf Petersen
Wolfram Scholz
Dr. Eberhard Stegner

Mannheim County Court
HRB 250872
Ust-ID: DE 143585033

GfK GeoMarketing is releasing the updated and expanded worldwide digital CRESTA map edition for reinsurance companies. This new map edition reflects the significant zone changes and expansions implemented by the CRESTA organization in recent years. GfK GeoMarketing has been the official supplier of the digital CRESTA maps since 2001.

The CRESTA Map Edition illustrates the worldwide natural disaster risk zones as determined by the Catastrophe Risk Evaluation and Standardizing Target Accumulations Organization (CRESTA). The reinsurance companies Münchener Rück and Swiss Re determined the boundaries of the worldwide 2009 CRESTA Zones on the basis of maps supplied by GfK GeoMarketing.

The CRESTA maps aggregate country-specific regions into unified and detailed CRESTA Zones illustrating areas of increased natural disaster risk. The CRESTA maps are regarded as the industry standard by international insurance and reinsurance companies.

The CRESTA Map Edition depicts the zones and subzones for all continents, all of which are labeled with their official numeric identifiers. The maps are constructed on the basis of geographic coordinates (WGS 84) and feature consistent layers that fit seamlessly with those of neighboring countries.

CRESTA increasingly relies on GfK GeoMarketing's detailed worldwide postcode and municipality boundary maps for the definition of its natural disaster zones. As a result, the boundaries of the zones have undergone significant changes and refinements in

recent years. One new addition to the CRESTA Map Edition 2009 is the very detailed CRESTA Zones map depicting more than 21,600 zones (compared to only 5,316 in the 2006 edition).

New and more detailed CRESTA Zones have been created on the basis of GfK GeoMarketing's detailed municipality and postcode maps. Countries particularly affected include: Australia and New Zealand (2,635 and 1,052 zones respectively), China (2,472 zones), Japan (1,957 zones), Greece (1,188 zones), Italy (4,818 zones) and Mexico (2,425 zones).

"The CRESTA Map Edition 2009 is a response to the significant demand for precise and reliable maps and data sources by reinsurance companies," explains Doris Steffen, coordinator for GfK GeoMarketing's map projects. "In these times of increased climate change, the need is growing for a precise cartographic basis that can be used to determine areas prone to natural disasters and their associated damages. Our maps thus give reinsurance companies a firm foundation for drawing up their insurance policies."

Applications

Digital maps serve as the foundation for the geographic analysis of data and are used in conjunction with mapping software applications. The branch-specific CRESTA maps support reinsurance companies in the detailed analysis and identification of regions with elevated risks of damages resulting from natural disasters such as storms, floods and earthquakes.

GfK GeoMarketing offers digital maps illustrating postcodes and administrative regions such as municipalities for more than 240 countries worldwide. GfK GeoMarketing's regularly updated and expanded maps comprise the world's largest collection of digital administrative and postcode maps.

In producing its maps, GfK GeoMarketing places the highest value on boundary-crossing precision, gapless coverage and cartographic quality. GfK GeoMarketing's worldwide

maps support internationally active companies in their expansion planning and worldwide sales activities, such as controlling.

Data formats





GfK GeoMarketing's digital maps are available in the following data formats: *.lay (RegioGraph – GfK GeoMarketing's mapping software solution), *.tab/*.mid/*.mif (MapInfo Professional), *.shp (ESRI ArcGIS) and *.gdb (GeoDatabase). The vector-based maps allow for infinite zoom. Many of the country editions obtained in the RegioGraph data format include additional Tele Atlas street maps. This additional data means that natural boundaries such as rivers and mountains can be taken into account when planning sales or service territories with RegioGraph. The data also make it possible to calculate drive-time zones around specific locations. More information can be found at www.gfk-geomarketing.com/maps.

Additional information on the digital CRESTA Map Edition can be obtained at www.gfk-geomarketing.com/cresta_maps or by contacting Doris Steffen at +49 (0)7251 9295180 or d.steffen@gfk-geomarketing.com.

Print-quality illustrations can be found at www.gfk-geomarketing.com/cresta_maps.

About GfK GeoMarketing

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Key business areas include:

-  Consultancy
-  Market data
-  Digital maps
-  RegioGraph and DISTRICT geomarketing software solutions

GfK GeoMarketing is a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented by approximately 10,000 employees belonging to more than 115 subsidiaries located in 100 countries.