



Press Release contact

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PRESS RELEASE

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CTO of Japan's Largest Web Development Firm Joins Florida Startup PropertyMaps.com

PropertyMaps.com appoints Christopher E. Latko as Chief Technology Officer.

Sarasota-based PropertyMaps, Inc announces the appointment of Christopher E. Latko as the Chief Technology Officer. Mr. Latko joins PropertyMaps.com from Ashley Associates, a Tokyo based firm that is one of Japan's largest and longest-established web consultancies specializing in high-end, technology-intensive solutions.

Chris graduated with honors from Indiana University with a double major in Business Economics and Japanese Language and Literature. He brings over twelve years of Web development experience, a major part of which has been his participation in the development and deployment of over 200 Web sites that required his contribution in virtually all areas of the production process, including management, programming, design, and system administration.

Chris has produced over \$15 million in revenue for his companies through the deployment of systems such as a content management system and Web site deployment tools for the world's largest bank, Mitsubishi UFJ Financial Group. He is responsible for creating the Cialis Web sites for the Oceania region of the global pharmaceutical, Eli Lilly and Company. Chris has also designed content management systems for sites such as Audi, Clarion, Daiwa Securities, Dunlop, Fiat, Itochu, Nissan, Renault, Sanyo, Sharp, THK, and Warner Brothers. In his latest role as CTO for Ashley Associates, Chris has built the infrastructure for Web interface source code management, bug tracking, replication of Web sites across servers, and versioned build deployment, saving his company over \$1 million per year in infrastructure costs.

About PropertyMaps

PropertyMaps.com develops visual information technology that enables people to quickly search and easily perceive millions of real estate listings by plotting their locations and other market data overlays onto popular aerial mapping tools such as Google Maps and Google Earth. PropertyMaps.com is the first map-based search to provide legal access to the Multiple Listing Service (MLS) databases that are used by millions of Realtors® nationwide. Additionally, PropertyMaps is the first to deliver this technology wirelessly to Internet-enabled phones, PDAs, GPS-enabled and other mobile devices. "We believe that pinpointing the exact location of for-sale listings before investing the time into long driving tours is the future of home buying and selling on the Internet," states the company President, John M. Beck. All of PropertyMaps software services are made available to the public free of charge.

Sarasota based PropertyMaps, Inc has partnered with Silicon Valley's Rockbridge Group for consulting and investment brokering services. The company expects to finalize Series A funding by the end of the second quarter of 2007.