

Adding the Discovery MapApp™ To Your Facebook Page

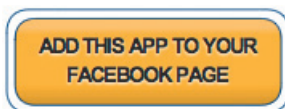
The Facebook MapApp™ is a fast and easy way to add the colorful, hand-illustrated Discovery Map® to your Facebook page. Each Facebook MapApp™ can be personalized for your Facebook page, then that same map can be added to your website as well.

- Ensure the Facebook page you are adding the MapApp™ to is an actual Business page, not a personal profile.
- Adding the Discovery MapApp™ to your Facebook page allows you to showcase your business and your community.
- People love maps so by adding the MapApp™ to your Facebook page you are able to reach your clients with a personal touch.
- Visitors are already familiar with the Discovery Map® from both print and by seeing it on other websites, so adding it to your Facebook page is just another way to reach those visitors through a familiar outlet.
- Everywhere the MapApp™ is so are the advertisers that are on the Discovery Map®. Reaching visitors while they are planning their trip online, and again when they hit the streets with the printed map makes Discovery Map® an effective marketing tool.

Adding the MapApp™ to your Facebook Business Page is as easy as 1, 2, 3 . . .

1. Search Discovery MapApp™ in your Facebook profile.

2. Click



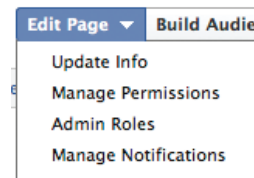
Then click the **Add Discovery MapApp™** button to add it to your Facebook page.

3. Once clicked, it will bring you to your Business Facebook Page, scroll down your page until you see the Discovery MapApp™. Click the button to personalize your map!

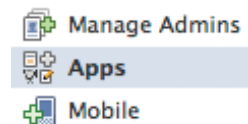


TO CUSTOMIZE THE TAB NAME:

- Once the MapApp™ has been added and customized, you may further customize the App by going to the top of your business page and clicking “Edit Page”, then “Manage Permissions”.



- Click the Apps button in the left hand column,



- Then edit the settings of the MapApp™. Choose a custom name that will encourage people to click on it.

