

For immediate release

New Online Interactive Map for OneChange Displays the Impact of Smart Environmental Actions

GATINEAU, Quebec / OTTAWA, Ontario (March 1, 2011) – DBx GEOMATICS (www.dbxgeomatics.com) and OneChange (www.onechange.org) today announced the launch of an interactive online map for OneChange, a not-for-profit foundation based in Ottawa, Ontario, Canada. OneChange develops and delivers action-oriented energy conservation campaigns across North America. With volunteers and community leaders, through door-to-door deliveries and at community events, OneChange empowers individuals to make smart energy saving choices that help save money and protect the environment.

OneChange has unveiled a new online mapping capability to showcase the impact of individual actions across North America. DBx GEOMATICS CartoVista was the software platform of choice used to develop the capabilities, providing a rich, customized user interface. The online map showcases various activities of OneChange, promotes local actions and events, and helps attract volunteers. The map is the externally facing component of the web-based management solution developed by DBx GEOMATICS for OneChange. The system facilitates overall campaign management and field operations requirements, allowing OneChange to manage, track and report on its multiple campaigns simultaneously.

“By backing our old fashion approach of one-on-one conversations with a sophisticated data management, inventory and mapping system, we are able to manage, track and report value to our sponsor on the millions of conversations and the distribution of millions of free energy savings measures effectively and efficiently,” says Stuart Hickox, founder and president of OneChange.

The interactive map allows users to see, through a dynamic panel, the number of conservation items delivered, the money saved and the CO² equivalent of cars off the road by region, right down to street level. Selecting a specific location event on the map displays an information box that provides data about the event type, impact statistics, photos and links to OneChange social media postings (blog, Facebook and Twitter).

Visit www.onechange.org/interactive-map to view the online interactive map.

About DBx GEOMATICS Inc.

DBx GEOMATICS is an industry leader in the development of interactive web mapping applications. The company offers web-based focus products and services to deliver innovative, user-friendly and effective geo-spatial applications. Leveraging on Adobe Flash & Flex technologies, DBx GEOMATICS developed CartoVista, a software solution that combines best in class vector-based web mapping and state-of-the-art thematic display and visualization. Strategic user data is displayed in innovative and meaningful ways to effectively synthesize and analyze spatial information. For more information, visit www.dbxgeomatics.com and www.cartovista.com

About OneChange

OneChange is an award-winning not-for-profit, non-partisan charitable organization based in Ottawa, Ontario, Canada with project offices throughout Canada and the United States. OneChange delivers innovative community-based social marketing campaigns aimed at delivering conversations to empower people to adopt money-saving, environmentally friendly behaviors. To date, OneChange has engaged over 14,000 volunteers and 3,400 community groups in more than 1,200 communities across North America; and has delivered over 3.7 million *free* energy conservation measures alongside its *Simple actions matter™* message. For more information, visit www.onechange.org.

- 30 -

For more information or to arrange an interview please contact:

Tricia K. Spooner, manager, marketing, OneChange
(613) 232-5892 ext 208 or mobile (613) 325-6890
tricia.spooner@onechange.org
www.onechange.org

Dany Bouchard, President, DBx GEOMATICS inc.
(819) 772-2000 ext 21
dbouchard@dbxgeomatics.com
www.dbxgeomatics.com