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Nationally Acclaimed TravelStorysGPS™ App Launches Version 2.0

Focus on user-feedback brings fresh new interface and overhauled algorithms

Jackson Hole, Wyo. (September 3, 2014) — TheTravelStorysGPS team announced today the release of its completely re-imagined storytelling app with an intuitively easy interface showcasing beautiful new images, never-before heard stories, and all new tours in and around Jackson Hole and Wyoming. Refreshed and ready to connect visitors to sites and experiences everywhere, this version of the mobile app takes full advantage of recent mobile and operating system advances. Updated story content combined with improved caching methods to minimize data usage, easy tour management for offline access, support for high-resolution images throughout, and seamless integration with the listener's own playlists optimize the user experience while preserving the integrity of the clients' message.

Visitors and locals alike can download the TravelStorysGPS app free of charge to serve as their guide to Jackson Hole's and Wyoming's iconic national park settings, historic sites and hidden treasures. As a starting point for exploration, the GPS-based proximity delivers hands-free audio tours about local history, geology, wildlife and more including a fun channel tailored just for kids. For example, while crossing the Snake River to and from the town of Wilson, listeners can hear a thrilling account of what it was like to cross the river before there were bridges – or cars. As they approach the bridge on the "WYO 22" tour that runs from the Town of Jackson to the Idaho state line, the story of New York City-raised author Grace Gallatin Seton-Thompson's river crossing in 1898 is vividly depicted. The narrator recounts Grace's own words: "Had my hair been of the dramatic kind that realizes situations, it would have turned white in the next ten minutes." The story goes on to illustrate the near-disastrous and dangerous water crossing. All of the app's content can be accessed manually, from any location, and is presented as text as well.

"Storytelling is the captivating and enduring way that we entertain and communicate best with each other and learn about places," said Story Clark, founder and CEO. "I wanted to use mobile app technology as a portal to, rather than a barrier from connecting us to great places. Even if a listener never gets out of their car, they will now be able to connect with the land in a meaningful and unique way."

TravelStorysGPS™ teamed up with the Jackson Hole Historical Society and Museum to develop the self-guided historic walking tour of Jackson's colorful downtown helping visitor's discover significant landmarks in the 100-year-old town, and in the process uncovered the story of the town's incorporation. Never before known to exist, the story is soon to be featured on the "Historic Downtown Jackson" walking tour's "Share Your Story" channel. In collaboration with the Grand Teton National Park Foundation, the Jackson Hole Airport, the Jackson Hole Land Trust, and local art galleries, the app features multimedia tours of surrounding areas chronicling Grand Teton National Park, other scenic drives, fine art, and community. Listeners can connect with the landscape through snippets of cowboy lore, interesting facts, and little-known back-stories.

In partnership with WyoHistory.org, TravelStorysGPS recently added a tour that echoes the battle stories of Wyoming's frontier. This latest tour, "Indian Wars of Early Wyoming," narrates stories of the famous battle sites of central and eastern Wyoming. Driving the route, or from home, listeners can hear stories

from the 1860s and 1870s when all sides fought to control the land, travel safely, and protect their families and their futures.

The “Just For Kids” channel is an especially popular channel currently featured on the “Teton Park Road” and “WYO 22” tours and appeals to all ages, even adults, who often say it is among their favorites. Quizzes make it fun and pique curiosity.

The free, high-quality TravelStorysGPS™ mobile app, featuring these tours and more, is available on iOS™ and Android™ smartphones and tablets. Please download from www.TravelStorysGPS.com, the App StoreSM and Google Play™.

Upcoming New Tours:

The Overmountain Victory Trail: This pilot hiking trail tour in beta follows part of one of the famous and historic trails along the popular Blue Ridge Parkway, created in partnership with the Conservation Trust for North Carolina.

The following Wyoming-based tours are in production with more tours nationwide coming in the months ahead:

Centennial Byway Tour: This tour runs along Wyoming State Highway 89, between Jackson, Wyoming and Colter Bay in Grand Teton National Park. In addition to its magnificent scenery, this is one of the most spectacular routes for viewing wildlife in the United States, maybe in the world. This tour features stories of wildlife that frequent this stretch of highway from local biologists and other experts.

Trona Trail Historic Mine Byway Tour: This tour offers engaging stories about the largest and purest known deposit of trona in the world. Wyoming’s top export, trona is processed into soda ash and is used in nearly every commercial product today, most commonly in glass. This tour was created in partnership with the Wyoming State Historic Preservation Office.

Emigrant Trails Tour: The Westward Ho Wyoming Emigrant Trails tour captures the history of the transcontinental journeys of a million pioneers who traveled westward in the 19th century through unknown territory. The project interprets 78 of the most significant Emigrant Trails sites, includes important Mormon sites, and is sponsored by the Wyoming State Historic Preservation Office.

About TravelStorysGPS™: TravelStorysGPS LLC is a mission-driven, mobile app development company based in Wilson, Wyoming, transforming cultural interpretation and enjoyment of places into accessible and memorable experiences. TravelStorysGPS™ leverages fun facts and the power of storytelling to forge a real-time connection to place. For publishers, TravelStorysGPS™ meets the communication and outreach needs of charitable organizations, public agencies, and businesses through the latest developments in location-based storytelling and delivery. Learn more at <http://travelstorysgps.com> and download and explore the TravelStorysGPS™ app from the App StoreSM and Google Play™.

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