



TomTom introduces new TomTom ONE in North America

~ Company unveils all-in-one navigation solution with slim design ~

Concord, MA, August 17, 2006 – TomTom, the world's leading personal in-car navigation solution provider, today announces the launch of its new TomTom ONE in North America. TomTom ONE combines a lightweight, slim design with TomTom's award winning software at \$499.

In addition, drivers have access to all TomTom PLUS services including real-time traffic and weather reports and updates on road conditions. Users can also take advantage of TomTom HOME, the software package that efficiently manages content between one's PC or MAC and TomTom device. Via TomTom HOME users can easily plan routes, download voices and install maps to keep their TomTom up to date anytime.