![TomTom logo]

TomTom Custom Travel Times Powers New Traffic Management and Environmental Planning Solutions for City of Aalborg (Denmark)

TomTom Enables Government Agency Solutions with Powerful, Historical Traffic Information

Amsterdam, July 1, 2010 – TomTom, the world's leading provider of location and navigation solutions, and the city of Aalborg (Denmark) have signed an agreement under which TomTom is delivering highly accurate traffic information to better manage traffic flows in the city and to provide better information to road users. Through the agreement, Aalborg will leverage TomTom Custom Travel Times, which is based on a unique, proprietary database of historical travel times, with road speed measurements gathered over the past several years.

To develop Custom Travel Times, TomTom has collected more than 2 trillion speed measurements to date, with the help of more than 40 million TomTom users worldwide. Custom Travel Times enables route calculations based on highly-comprehensive historical travel time and measured speed information.

Based on customer needs, TomTom can query the database for specific routes within precise time periods to develop highly accurate travel time measurements. For example, a query may pull data from the morning rush hour from 6:00 a.m. to 9:00 a.m. on all weekdays, except Fridays for the first quarter of 2010. Alternatively, TomTom has the ability to create queries that leave out exceptions like holidays, events or incidents.

Project with city of Aalborg (Denmark)

Custom Travel Times is now being utilized by the public sector like the city of Aalborg. It has been incorporated into the city's "Archimedes project" within the CIVITAS+ framework, a European initiative that aims to find smart traffic solutions for a better environment. To further build on the volume of data available in the TomTom solution, the city of Aalborg has entered into an agreement with Aalborg Taxa (a local taxi company), whereby 100 TomTom navigation devices will be used by Taxa for collecting even more local road congestion data.

Data from these taxis will provide thousands of additional, local GPS measurements to TomTom anonymously and generate additional traffic data TomTom will use this valuable information, along with its powerful database of historical traffic information, to calculate route directions more precisely and Aalborg will apply this content for planning purposes and to inform road users. The first analysis of congestion in Aalborg will soon be available for review online at the traffic site: www.trafikken.dk/nordjylland.

Through this collaboration, the routing information delivered by TomTom will be far more accurate and the city of Aalborg will be able to manage peak-hour traffic congestion better than ever before. Additionally, this data will become available for all TomTom users via TomTom IQ RoutesTM every time maps are updated, hence the whole TomTom end user community will benefit. Via TomTom's free online Route Planner, anyone can gain access to and benefit from these analyses at: www.routes.tomtom.com.

"TomTom Custom Travel Times allows both the public and private sector to deliver precise solutions that help their constituents be better informed and better directed with the most accurate travel information. Our collaboration with the city of Aalborg demonstrates the recognized value that a private company like TomTom can deliver to government entities. With customized solutions based on our industry expertise, governments do not need to invest in establishing such system themselves," explained Anne van Houwelingen, VP of Traffic Solutions at TomTom.

Arne B. Schade, City Councilor at Aalborg, is excited about this project in his city: "Based on this traffic information, our citizens will get better knowledge of where and when congestion is worst. It is our hope that they can actually save lots of precious time by taking another, less congested route, or by travelling 15 minutes earlier or later. By working with TomTom, we are assured a highly-accurate product on which we can rely to deliver these solutions in our city, and in an environmentally-friendly way."

TomTom Custom Travel Times is now available in Belgium, Luxembourg, the Netherlands, Germany, United Kingdom, Switzerland, Denmark, Sweden and Norway.