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TomTom launches 30-day trial of Navigation app for iPhone

Burlington, MA – April 17, 2014 – Starting today, drivers can experience TomTom's Navigation app for iPhone for 30 days at a cost of \$0.99. The new trial app includes access to TomTom Traffic, helping drivers to get there faster.

The trial app includes all the features and functionality of the latest TomTom Navigation app and includes a subscription to world-class traffic information from TomTom Traffic. TomTom Traffic allows drivers to get to their destination faster with the most precise and accurate real-time information.

The quality of TomTom Traffic is determined by: 1. Road Coverage. TomTom Traffic covers 99.9% of all road types, versus competitive TMC based traffic with only 9% coverage. 2. Reliability of Data. TomTom Traffic uses a leading pool of crowd-sourced data from more than 150 million drivers in North America. 3. Accuracy of reports. TomTom Traffic pinpoints accurate traffic reports in real-time. 4. Update frequency. TomTom traffic delivers updated traffic info every two minutes.

"For the first time, we are offering iPhone and iPad owners the chance to experience the power of premium TomTom Navigation and TomTom Traffic for themselves." says Jocelyn Vigreux, Managing Director of TomTom Inc. "Once drivers experience how TomTom can help them avoid traffic and get there faster, we are confident they won't want to drive without TomTom ever again."

With the trial app, consumers will enjoy the same turn-by-turn navigation trusted by 70 million drivers, tailored for iPhone and iPad. Maps are stored on the device, so drivers don't need to worry about mobile data coverage or charges. And with Free Lifetime Maps, updated with each app release, drivers can always navigate with the most accurate TomTom maps. In addition, IQ Routes provides the fastest routes and most accurate arrival times based on the time and date of travel.

The app can be purchased from the iTunes App Store.