



Tele Atlas Collaborates with Datamap to expand coverage of Argentina & Uruguay with New Map Content

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Tele Atlas increases regional offering; continues support for navigation technologies and LBS across Latin America

Gent, Belgium and Buenos Aires, Argentina, 21 September 2009— Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions (LBS), today announced it has expanded its digital map coverage in Argentina and Uruguay, developed jointly with Datamap, a local provider of digital maps and mapping solutions. The new Tele Atlas maps include additional content such as points of interest (POIs) and are immediately available to all Tele Atlas personal navigation, wireless, Internet, automotive and enterprise customers worldwide. The latest updates offer map users traveling to metropolitan and holiday destinations throughout Argentina and Uruguay a more enriched navigation experience with map information and content to find points of interest (POIs) such as hotels, restaurants, cash dispensers, petrol stations, pharmacies and schools.

Through an agreement announced in 2008, Tele Atlas works with its partner Datamap to deliver maps of navigable roads in Argentina and Uruguay. With coverage across Argentina through neighboring Uruguay, Tele Atlas maps enable seamless product development and cover the major road networks of the entire country, from the border of Argentina to popular vacation spot Jose Ignacio.

Tele Atlas maps of Argentina now cover 57 percent of the population and offer nearly 25,000 POIs. The maps include coverage of more than 208,000 kilometers of navigable roads, including the country's major road network and street level coverage in 147 cities across the country, including Buenos Aires, Cordoba, La Plata, Mendoza, Rosario and Salta.

Building on its coverage for Uruguay, the Tele Atlas map has expanded to now cover more than 13,000 kilometers, including Uruguay's complete major road network. The maps of Uruguay cover 42 percent of the population and also feature coverage of major metropolitan and holiday areas, including Colonia, Jose Ignacio, Maldonado, Montevideo and Punta del Este.

The expanded Latin American coverage is part of Tele Atlas' ongoing global expansion strategy and is designed to meet increasing demand from global customers for highly detailed and accurate maps of all major countries. Tele Atlas currently offers maps covering 90 countries around the world, including fully navigable maps of Argentina, Brazil, Chile, Mexico and Uruguay. The company will continue to expand its Latin American offering in the future with map coverage planned to be available later this year.

About Tele Atlas

Tele Atlas delivers the digital maps and dynamic content that power many of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers map coverage of more than 200 countries and territories worldwide. The company was founded in 1984 and has offices in 27 countries around the world. Today, Tele Atlas maps are developed with the insight of a community of millions of GPS system users worldwide, who are adding to the company's unmatched network of sources to track and validate changes in real time, and deliver the best digital maps and dynamic content. For more information, visit www.teleatlas.com or <http://investors.tomtom.com/index.cfm> Tele Atlas is a subsidiary of TomTom N.V.

About Datamap

Datamap is a leading mapping, data cleansing and trade marketing services and solutions provider in South America. Through its strategic services and tools, the company helps clients convert data into commercially valuable information. Datamap has more than 100 employees, is based in Buenos Aires, Argentina and maintains partnerships in Chile, Brazil, Peru, Mexico, Venezuela and Colombia. For more information, visit www.datamap.com.ar.

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