



TomTom's High Definition Traffic Sets New Standard in Traffic Information

WORLD PREMIERE ~ First Live Deployment of the World's Most Advanced Traffic Information Service in the Netherlands ~ ~ Successful partnership with mobile network operator Vodafone ~

Amsterdam, 12 November 2007 - TomTom, the world's largest navigation solutions provider, today announces the availability of its new premium traffic service TomTom High Definition Traffic (HD Traffic) in the Netherlands.

The breakthrough, patented TomTom HD Traffic technology uses raw, anonymous GSM signaling data made available through the partnership between TomTom and Vodafone. This data is merged with existing traffic sources to deliver the world's most advanced traffic data.

This unique new way of supplying customers with accurate and precise traffic information, using anonymous, aggregated mobile phone data, sets a new industry standard and revolutionises the way drivers plan their daily journeys. Users receive **up to five times more traffic updates** so they are better informed about the traffic situation on their route and receive **more accurate travel and arrival times**. In addition, HD Traffic covers at least **ten times more roads** in the Netherlands, so drivers know in advance that the alternative route they take is actually a smarter option, thus avoiding any unnecessary delays.

TomTom has entered into a partnership with mobile network operator Vodafone in The Netherlands and in the United Kingdom for the supply of the anonymous GSM signaling data. Vodafone's international footprint, strong brand, innovative power and the best mobile network in the industry makes it a true and reliable partner for TomTom and its users.

TomTom's High Definition Traffic service will be available for the first time with the new TomTom ONE XL HD Traffic in stores in The Netherlands in the course of November 2007 (see also separate TomTom ONE XL HD Traffic press release). TomTom expects to launch High Definition Traffic in the United Kingdom in the first half of 2008.

"TomTom High Definition Traffic information is a big change for our users when planning their daily journeys. They know more about traffic flows and how to avoid them than anyone else. This creates a feeling of control and comfort. This world premiere provides TomTom users with a breakthrough solution to a structural, every-day problem and marks a significant change in mobility management and route guidance," says Harold Goddijn, chief executive officer at TomTom. "With High Definition Traffic, drivers can plan their day in a smarter way, based on accurate and precise traffic information. We are looking forward to expanding our High Definition Traffic offering to other European countries in 2008."

Guy Laurence, CEO Vodafone Netherlands: "As the leading mobile telecommunications provider we are constantly looking at new ways of deploying mobile technology in areas with great impact on society. Through this partnership we are truly helping people to make the most of their valuable time. I am proud that combining our innovative power with TomTom has resulted in a product which I'm sure will put a smile on customers' faces."

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About TomTom

TomTom NV is the world's largest navigation solution provider. TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom ONE XL and TomTom ONE ranges and the TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety. TomTom offers a portfolio of content and services for TomTom's navigation products, which are easily available through TomTom HOME. TomTom also provides navigation software products that integrate with third party devices; the TomTom NAVIGATOR software for PDAs and smartphones. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise. TomTom's products are sold through a network of leading retailers in 31 countries and online. TomTom was founded in 1991 in Amsterdam and has offices in Europe, North America and Asia Pacific. TomTom is listed at Euronext, Amsterdam Stock Exchange in The Netherlands. For more information, go to <http://www.tomtom.com>.

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About Vodafone

Vodafone Libertel B.V. is one of the largest mobile telecommunications companies in the Netherlands and part of the Vodafone Group, the world's leading international mobile communications group with over 232 million proportionate customers as at 30 June 2007. Vodafone currently has equity interests in 25 countries across five continents and a further 40 partner networks worldwide.