



Tele Atlas Global Digital Map Database Delivers 1.25 Million Edits Sourced

More than 116,000 Kilometers of Road Geometry in the US and 25,000 Kilometers in Germany Validated and Realigned, Road Networks of Ireland and Turkey Further Defined

Gent, Belgium, 28 September 2009 – Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions, today released MultiNet® 2009.09, which includes 1.25 million validated edits sourced from community input from more than 30 countries. With this significant volume of community input incorporated, Tele Atlas continues to set the standard for accurate maps, dynamic content and routing intelligence that power the world's leading location-based applications.

MultiNet is the only digital map database that is constantly validated by the tens of millions of consumers who use it. The latest release of the database includes edits sourced from community input across ten attributes and features. Users have provided active input that has helped identify changes, including accurately changing the direction of roads from one way to another, turning older street crossings into the roundabouts they are today and providing exact locations of addresses. GPS measurements have also helped to perfect existing road geometry and add new roads and streets.

In addition to the continued use of community input for updating features such as street names, direction of traffic and gradient measurements, Tele Atlas leveraged anonymous GPS measurements in combination with other sources and processes to validate and realign or extend the world's road network in the 2009.09 release. This process makes the Tele Atlas road network in these areas even more accurate, to the highest industry standard of at least five meters or 16 feet. Highlights include:

- The validation and realignment of 116,000 kilometers (72,000 miles) of secondary roads in the United States, a complement to the existing freeway network already in the database;
- The validation and realignment of approximately 25,000 kilometers (15,500 miles) in Germany, covering the country's entire freeway network; and
- The addition of more than 1,400 kilometers (870 miles) of new road geometry in Ireland and more than 1,000 kilometers (620 miles) in Turkey.

"Tele Atlas will continue accelerating processes to review and validate community input, enabling us to increase the freshness of existing data while adding innovative new features and attributes. With this release, we are again proving our unique ability to turn community data into very significant map updates that improve the user experience for the millions of people that use our content every day," said Bill Henry, Tele Atlas CEO.

"The most valuable maps and location offerings increasingly include detailed content such as 3D imagery, rich traffic data and the infrastructure for regular updates," continued Henry. "Tele Atlas' map making processes are based on expertise that combines a series of technologies, tools and sources – including community input – that will deliver the content needed to support future applications and evolving markets."

Tele Atlas MultiNet is the company's comprehensive digital map database, encompassing more than 30.1 million kilometers (18.7 million miles) across 94 countries and territories, and is constantly expanding to help our partners reach more markets and more consumers. In addition to the updates attributable to the company's community input processes, the latest release includes significant global coverage updates, including:

- Fully navigable coverage of Romania and the Ukraine;
- More than 17,000 kilometers (10,600 miles) of new coverage in Malaysia; and
- Expanded coverage in Thailand that now delivers 80 percent of the country's road network with full attribution.

To update its maps, Tele Atlas captures and verifies changes from thousands of global sources, ranging from government documents and public safety officials to construction companies and truck drivers, as well as satellite and aerial imagery. By validating and adding contributions from individual drivers as an additional source, Tele Atlas is able to increase the total number of changes identified by its network, particularly in geographically dispersed and rural areas covered less frequently by other data sources. This community input is backed by stringent review and validation processes and further enables Tele Atlas to create fresh maps and deliver a better experience for end users of its maps.

To learn more about Tele Atlas' use of community input and innovations, download the latest episode of the Tele

Atlas Digital Mapping Podcast Series available at: <http://www.teleatlaspresskit.com>.

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 products are developed with the insight of a community of millions of digital map 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.

###

PRESS CONTACTS

Erin Delaney
Tele Atlas
+1 617-721-1923
erin.delaney@teleatlas.com

Sandra Van Hauwaert
Tele Atlas
+32(0)497 25 18 16
Sandra.VanHauwaert@teleatlas.com

For IR and Financial Press:

Richard Piekaar
TomTom NV
+31 (0)20 7 575 119
richard.piekaar@tomtom.com

Tele Atlas and the Tele Atlas logo are registered trademarks of Tele Atlas. All other trademarks are property of their respective owners.