



## **TomTom Teams up with Studio Scivoletto to offer Digital Map Users over 15,000 Italian accommodations**

*Traveling through Italy is much easier with mobile access to key tourist accommodations*

**Amsterdam, 17 June 2010** – TomTom, the world's leading provider of navigation solutions and digital maps, today announces an agreement with Studio Scivoletto, owner of [www.bed-and-breakfast.it](http://www.bed-and-breakfast.it) and [www.agriturismo-on-line.com](http://www.agriturismo-on-line.com) that feature more than 15,000 tourist accommodations. Through this partnership Studio Scivoletto's accommodations databases will be available for location content and navigation application developers and device manufacturers leveraging TomTom digital maps and content.

Bed-and-Breakfast.it and Agriturismo-On-Line.com contain over 15,000 different tourist accommodations throughout Italy, including those in Bologna, Florence, Milan, Palermo, Rome, Turin and Venice, as well as even the smallest towns. These accommodations are mainly bed-and-breakfasts, but Agriturismo-On-Line.com also offers tourists the typical Italian accommodations like agriturismos, resorts, country houses, country inns and farm houses. With over 12 million site visitors every year and over a million requests of information or bookings per year, these portals feature the key holiday accommodations throughout Italy.

Through this agreement, TomTom will have access to the full information included in both networks and incorporate the tourist locations as categorized points of interest (POIs) on the map. The listings will be available for application developers and device manufacturers to incorporate into personal and in-car navigation systems powered by TomTom digital maps and content, helping to provide end users with an enhanced, accurate and content-rich navigation experience.

Pietro Salmoiraghi, POI Specialist at TomTom, commented that, "TomTom's collaboration with Studio Scivoletto will help deliver a richer and more personalized navigation experience by making it easier for travelers in Italy to find the typical Italian tourist accommodations that suit their preferences. These POI's will be available in our June product and with summer holidays on the horizon, this offer will be very much appreciated by our industry customers' end-users."

"Studio Scivoletto is proud to work with TomTom and its industry partners to help ensure our members' listings information is available through TomTom's digital maps and content. By doing so, end users will be able to gain mobile access to valuable tourist accommodations and navigate easily to their destinations," explained Gianbattista Scivoletto from Studio Scivoletto.

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### **About TomTom N.V.**

TomTom N.V. (AEX: TOM2) is the world's leading provider of location and navigation solutions. Headquartered in the Netherlands it employs over 3000 employees worldwide.

More than 40 million people daily use its solutions, be it in the form of dedicated portable navigation devices (PNDs), in- dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use TomTom's digital maps on the internet or mobile phone.

In 2009, TomTom reported €1.5 billion in revenues and a €340 million net cash flow from operating activities. More information about TomTom can be found on [www.TomTom.com](http://www.TomTom.com).