



## Truvo and TomTom announce partnership agreement

**Amsterdam - Antwerp, June 18, 2010** – Truvo, the provider of local search and advertising and TomTom, the world's leading provider of location and navigation solutions, today announced a partnership agreement. Through the agreement Truvo's business listings will be added to TomTom's navigation devices as well as its online maps. This will make it easier for consumers to find the goods or services they are looking for while on the road or whilst preparing for their journey. Business owners will benefit from increased visibility by having their location accurately mapped.

As an industry first, Truvo Group will through the partnership with TomTom, be able to provide its business owners with tailored statistics regarding the exposure they receive by being listed on TomTom's navigation devices and maps. This partnership is an important milestone for TomTom underlining its dedication to providing customers with high quality content and services.

Lucien Groenhuijzen, Managing Director for TomTom Local said about the partnership: "TomTom is driven by customer satisfaction and we are very excited about our ability to provide the most accurate and up-to-date business listings to our users via the partnership with Truvo."

Donat Rétif, CEO of Truvo Group said: "This partnership with TomTom in addition to our Golden Pages application for iPhone and our new yellow pages mobile version in Belgium, allows us to further enlarge our mobile solutions offer to both users and advertisers. We believe that our customers, the business owners, will benefit greatly from being present on TomTom maps. We are proud to be the first in the directory industry not only to be able to guarantee placement on the leading navigation vendor's maps and devices, but also to be able to prove that it makes sense for business owners to be visible for travellers." The aim is to make the business listings available on TomTom devices in the third quarter, 2010.