



TomTom, AT&T to Deliver LIVE Services on Connected GPS

New TomTom XL 340S LIVE first mid-range GPS to feature Local Search powered by Google™ and real-time traffic, now backed by the AT&T network

Concord, MA, Dallas, TX – Sept. 28, 2009 – TomTom, the world's leading provider of navigation solutions and digital maps, today announces a new agreement with AT&T* to provide the wireless connection to the TomTom XL 340S LIVE, the first mid-range portable navigation device to feature Local Search powered by Google, real-time traffic information and TomTom Fuel Price Service.

"TomTom is committed to delivering real-time information to drivers whenever they need it, so they can quickly search online for points of interest, route around traffic, find the best fuel prices or access the latest weather reports. Backed by the strength of AT&T's network, we're giving drivers the very best foundation on which to enjoy a range of useful, real-time services," said Jocelyn Vigreux, president of TomTom, Inc.

Glenn Lurie, president of emerging devices for AT&T, said the agreement marks an important step in AT&T's strategy to expand the use of its wireless network. "This agreement pairs our expansive wireless network with an advanced and yet easy-to-use device to deliver timely and powerful services to people on the go. We are focused on connecting consumers to the information they want in real-time through innovative devices and TomTom is a great example of how this space is evolving."

The TomTom XL 340S LIVE will access the AT&T network for its connected services, including Local Search powered by Google, real-time traffic information, the TomTom Fuel Price service, TomTom Weather and more. All services are preloaded on the device and will work immediately out of the box. The TomTom XL 340S LIVE will be available in retailers throughout the United States.

Vigreux added that TomTom and AT&T intend to collaborate on more advanced connected features in the future.

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