



TomTom Introduces Lifetime Map Updates in North America

TomTom Introduces Lifetime Traffic Updates in North America

~ Feature to be incorporated in wide range of TomTom devices throughout 2010 ~

Concord, MA – 7 January 2010 – TomTom, the world's leading provider of navigation solutions and digital maps, today announces that it will offer Lifetime Map Updates, a feature that allows customers to automatically receive map updates as they become available. This feature will be incorporated into a range of TomTom products in 2010.

"Roads are continually changing– from new street names to closed bridges - so it's important for users to always have the most up-to-date maps," said Jocelyn Vigreux, president of TomTom Inc. "With the introduction of Lifetime Map Updates, customers can rest assured that the directions their TomTom device provides will always be the most accurate and efficient available."

Highest Quality Maps

TomTom Lifetime Map Updates utilize Tele Atlas maps, which are continually updated to include improvements on 6.5 million miles of roads, millions of Points of Interest and map updates and speed profile data generated by the millions of drivers in the TomTom US user community. Tele Atlas' comprehensive network of global resources - ranging from government documents to satellite and aerial imagery, in conjunction with continuous input from TomTom's user community enable TomTom to deliver the highest quality maps to its users.

Availability

In order to download TomTom's Lifetime Map Updates, TomTom users need to simply connect their device to TomTom HOME, TomTom's free desktop software, and if map updates are available, they can be downloaded to the device. Registered TomTom users will be notified of new map updates as they become available. Typically, Tele Atlas releases maps on a quarterly basis.

The new Lifetime Map Updates will be bundled with a wide range of TomTom devices starting in early Q2, 2010.

For more information, terms and conditions and FAQ, please visit www.tomtom.com