



TomTom Extends Agreement with Mappy Delivering Accurate Maps and Traffic Products

Amsterdam, 7 July 2011 – TomTom today announces a multiyear agreement with Mappy, a key player in the European market for location-based services. Under the partnership, TomTom will provide accurate, high quality maps and dynamic traffic information to power Mappy's online mapping portal.

By leveraging TomTom's Enterprise Traffic product, Mappy users will have access to the most precise, comprehensive and up-to-date traffic information for highways, major roads and secondary roads in 13 countries. When combined with Speed Profiles, providing the most precise and extensive historical traffic information, Mappy can offer its customers the best mapping and routing experiences via their online web portal www.mappy.com.

Maarten van Gool, Managing Director of TomTom Licensing: *"TomTom has worked with Mappy for several years, supporting mapping & routing application developments on their online web portal. This extended agreement enables TomTom to further strengthen its position in the LBS market by offering our accurate maps and dynamic traffic products to Mappy's customers for safer, more efficient and more reliable driving."*

"With TomTom we have built up a solid partnership in our market. Their fresh maps and innovative content are the foundation of our display and routing products. The use of real time traffic in our future traffic applications will enable us to offer our customers the best mapping & routing experience," says Valérie Papaud, Chief Executive Officer at Mappy.