



TomTom rolls out Places app in more countries

Amsterdam, 25 October 2011 – TomTom will continue the geographical expansion of its **Places iPhone app**. It will be made available in **Sweden, Norway and Ireland** in the coming month. To-date the app has been downloaded 170,000 times since it was recently launched across five countries in September.

The Places iPhone app uses **TomTom maps** and combines TomTom's **enhanced POI database of 5.5 million places**, together with **HD Traffic**. It allows iPhone users to search for relevant businesses or locations for example; hotels, restaurants, supermarkets, cash machines or tourist attractions. Detailed information is provided to help users refine their results and decide what their next destination will be.

Lucien Groenhuijzen, Managing Director TomTom Places says: *"With TomTom Places people can easily find and get all relevant information about the places they want to visit. We are seeing that one out of two search requests lead to a user enquiry of any of the results shown."*

Next to the ability to immediately call, e-mail or visit the destination's website from the application, it provides the route to your chosen target and the current traffic situation based on HD Traffic. The application does not provide turn-by- turn navigation functionality.

TomTom Places app is available in Germany, The Netherlands, Belgium, Portugal, Denmark and will be available in Norway, Sweden and Ireland in November.

The application can be downloaded free of charge.

TomTom Places is also available online.