



TomTom's Latest Database Extends Global Coverage with New Countries and Major Cities Added

Innovative use of community input continues to enhance company's maps and enhancement products across all regions

Amsterdam, 30 June 2010 - TomTom, the world's leading provider of location and navigation solutions, announces the availability of its latest digital map products, including Tele Atlas MultiNet® 2010.06. With this release, the company's navigable map products now cover more than 32 million kilometers (20 million miles) across 102 countries and territories globally. The company's digital map database is the only one in the world that is constantly validated by tens of millions of drivers who use it in GPS devices, smartphone applications and online. Nearly half a million edits were sourced from community input in the latest release, verified through stringent review processes and incorporated in this map product release, which pushes the company's cumulative community input enhancements over two million.

TomTom continues to demonstrate its commitment to delivering the highest quality map coverage across all regions with the 2010.06 release, with updates including:

- The launch of MultiNet in Nigeria and Uruguay;
- Expanded navigable coverage for Chile and Niger via ConnectPlus™, a map product developed to meet market demand for navigable coverage in new geographies;
- Fully attributed street network coverage added for four new cities in Mexico; Sao Paulo, Brazil; and Buenos Aires, Argentina;
- Significant coverage enhancements in:
 - Russia: Street network upgraded to fully attributed coverage in four cities; addition of more than 300,000 precise address points for more accurate routing;
 - Greece: Street network upgraded to fully attributed coverage in 203 municipalities and
 - India: Street network coverage expansion reaching 80% of India's urban population; Street network upgraded to fully attributed coverage in twenty-four cities.

The latest maps further demonstrate TomTom's ability to leverage community input as an innovative way to enhance map products. For the latest release, anonymous GPS measurements have:

- Increased the road network extensively in several countries, including additional road network geometry in Canada (2,500 km), Poland (4,000 km), and Romania (5,000 km);
- Enabled the delivery of Speed Profiles in Greece, Hong Kong, Singapore and South Africa this quarter. Speed Profiles is derived from aggregating and processing more than two trillion GPS measurements, helping drivers to identify optimal routes and more accurately estimates travel times.

Additionally, TomTom's latest map products continue leveraging anonymous GPS measurements to further build gradient content across more than 1.5 million km of highways and lower class roads in North America and Europe. With enriched granularity and completeness, TomTom's location and navigation content and services are differentiated with highly precise, accurate content that can enhance ADAS (Advanced Driver Assistance Systems) applications and solutions developed by its industry partners.

"TomTom remains the world leader in producing high quality digital maps because of our commitment to delivering the most up-to-date location and navigation content available globally," said Peter Davie, Director of Product Management at TomTom. "The company is focused on meeting our global customer needs with the continued addition of advanced map features in markets where our map product coverage is mature and continued expansion in developing markets."

How TomTom Maps are Made

TomTom has the only digital map database in the world that is updated daily with the insight of a community of millions of GPS system users worldwide, who along with the company's unmatched network of sources help to track and validate changes. To date, TomTom has validated and processed more than more than two million edits sourced from this group of users, the largest GPS data collection community in the world.

To update its maps, TomTom captures and verifies changes from a comprehensive network of global sources, ranging from government documents and public safety officials to construction companies, professional truck drivers, its own drivers, proprietary mobile mapping van technology, as well as satellite and aerial imagery. By validating and adding contributions from individual drivers as an additional source, TomTom is able to increase the total number of changes identified by its network, particularly in geographically dispersed and rural areas covered less frequently by other data sources. This community input is backed by stringent review and validation processes and further enables TomTom to create fresher, higher quality maps and deliver a better experience for end users of its maps.

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