



TomTom Introduces World's First Navigation Device with Travel-Specific Apps and TomTom HD Traffic with Real-Time Updates

New Connected Devices Help Drivers Travel Smarter with Apps from Yelp®, TripAdvisor®, Expedia® and Twitter

Concord, MA, August 29, 2011 – TomTom today announced the launch of the world's first portable navigation device with a suite of popular travel apps. The connected TomTom GO LIVE 1535M device will combine the most comprehensive road and traffic information from TomTom HD Traffic, with the insight of travel-related apps. These new features will give people in cars the information they need on a dedicated device designed to offer the best navigation experience. Using TomTom's connected LIVE services, drivers can access the information they need while on the road by browsing through helpful travel apps from Yelp®, TripAdvisor®, Expedia® and Twitter. With these apps, users can read restaurant reviews, find hotel availability or automatically tweet their arrival time without ever leaving the car. Additionally, they'll have access to updated fuel prices, weather forecasts, and Local Search

"By giving people the most up-to-date traffic details as well as relevant local content provided by travel apps, TomTom is bringing a new level of connectivity to drivers by providing information in the most effective platform available," said Tim Roper, president of TomTom, Inc. "We are excited to expand TomTom HD Traffic services onto our new range of connected devices at a more affordable price, as it can dramatically reduce time spent in traffic for our customers."

As a connected device, the new TomTom GO LIVE device saves people time, money and stress by delivering real-time information and continuously monitoring and rerouting drivers based on current traffic conditions. TomTom HD Traffic provides the most accurate reporting available by capturing more of the actual traffic jams than ever before. Additionally, TomTom HD Traffic processes traffic conditions for all major and secondary roads within the U.S. road network and proactively delivers real-time traffic updates to devices every two minutes.

Features Overview

- Intuitive Voice Recognition with one-step address entry
- Bluetooth Hands-Free Calling*
- Integrated Mount with flip-screen
- Crisp, sharp graphics and intuitive user menus
- Expanded driving view on 5" touch screens
- Spoken Street Names
- Advanced Lane Guidance
- Maps of US, CAN and MEX (GO LIVE 1535 M)
- Maps of US (GO LIVE 1530)
- Lifetime Map Updates** (varies by model)

Additional Features Available the GO LIVE 1535 M

- TomTom LIVE Services bundle, including TomTom HD Traffic (available in country of purchase)
- New Travel apps from Yelp, TripAdvisor, Expedia and Twitter
- Other popular TomTom Apps like Local Search, Fuel Prices, and Weather Forecasts

Availability and Pricing

The TomTom GO LIVE 1535 M will be available at retail stores and from online retailers in October 2011. Pricing starts at \$249 MSRP. A free 12-month subscription of LIVE services will be available with each purchase.

The new GO devices will be available at retailers nationwide, including Amazon.com and tomtom.com.

Users of the GO LIVE 2535 M will also be able to download these Apps to their existing device through a software update this fall.