



TomTom Fishes Out A Wanda-ful Deal With John Cleese

TomTom teams up with Mr. Cleese to provide downloadable celebrity voice on TomTom PLUS

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29 June, 2005 UK TomTom, Europe's leading navigation solution provider, today announces a first-of-its-kind partnership with Monty Python and A Fish Called Wanda star John Cleese that will see the actor/comedian provide his unique voice to TomTom's full range of personal navigation devices.

John Cleese, the award winning actor who has starred in some of the funniest and most memorable films and TV programmes can now direct you anywhere across Europe or straight to Fawlty Towers if you like. Cleese's voice can be simply downloaded onto any TomTom product* through TomTom PLUS, TomTom's personalised navigation services.

With John Cleese's comedic voice directing you you'll be certain to successfully navigate your way around the thousands of cities, streets and points of interest in the UK and across Europe – arriving with a smile on your face.

Harold Goddijn, TomTom's chief executive officer, says, "As a personal fan of the Monty Python sketches this is really fantastic news, and from a TomTom perspective this emphasises the fun we are bringing to satellite navigation".

He continues, "This is a first for personal navigation and further proof that TomTom is constantly developing its products and services to extend our position as the market leader. John Cleese's voice is instantly recognisable and gives us a perfect platform to extend our TomTom PLUS services and deliver even greater value to our customers."

TomTom PLUS users can now download a range of live content including TomTom Traffic, TomTom Weather, TomTom Safety Cameras and TomTom Voices. The John Cleese download costs €9.95 (including VAT) and is available at www.tomtom.com/plus.

