



TomTom GO Personal Navigation Products Now Available At Best Buy Stores Nationwide

CONCORD, MA and MINNEAPOLIS — September 20, 2005 TomTom, a leading navigation solutions provider, and Best Buy, the nation's largest consumer electronics retailer, announced that TomTom's award-winning GO line of personal navigation devices will now be available for customers at all Best Buy stores across the United States.

The nationwide rollout resulting in TomTom presence in all of the 694 Best Buy locations across the U.S. began earlier this month.

TomTom GO 300 and GO 700 models are innovative and feature-packed devices that offer navigation solutions to meet all users' needs. TomTom's GO personal navigation device provides unparalleled ease-of-use and portability to drivers anywhere in the world.

Building on the features that made the original TomTom GO so popular, the GO 300 and 700 models come with improved software and expanded capabilities including:

- An integrated Bluetooth receiver supporting real-time traffic and weather information (GO 300/700)
- New routing calculation options including fastest route, shortest route, avoiding toll roads, and more
- Hands-free calling (GO 700) via a compatible Bluetooth-enabled mobile phone
- Itinerary planning to allow multiple stops on a journey
- Updated and fully-connected maps allowing coast-to-coast and cross-border trip planning to and from nearly all streets in the U.S. and Canada

"The market potential for personal navigation devices is tremendous; through this relationship, Best Buy will broaden TomTom's reach and bring the TomTom GO line to drivers nationwide," said Jocelyn Vigreux, President of TomTom USA. "This only reinforces that consumers want personal navigation in their lives."

About Best Buy Co, Inc. Best Buy Co., Inc. (NYSE: BBY) is an innovative Fortune 100 growth company that continually strives to create superior customer experiences. Through more than 840 retail stores across the United States and in Canada, our employees connect customers with technology and entertainment products and services that make life easier and more fun. We sell consumer electronics, home-office products, entertainment software, appliances and related services. A Minneapolis-based company, our operations include: Best Buy (BestBuy.com and BestBuyCanada.ca), Future Shop (FutureShop.ca), Geek Squad (GeekSquad.com) and Magnolia Audio Video (Magnoliaav.com). We support our communities through employee volunteerism and grants from The Best Buy Children's Foundation.

About TomTom TomTom International NV is a leading provider of personal navigation products and services to the consumer market. TomTom's products are developed with an emphasis on innovation, quality, ease of use and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box, as well as navigation software products which integrate with third party devices such as PDAs and smartphones. TomTom's portfolio of products and services includes the award-winning TomTom GO family of integrated navigation devices, the TomTom Navigator software for PDAs, TomTom MOBILE navigation software for smartphones and TomTom Plus, a location-based content and services offering for TomTom's navigation products. TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, Australia, the United States and Taiwan. TomTom's products are sold through a network of leading retailers in 17 count.