



TomTom expands into Greece

~ TomTom introduces award-winning car navigation products in Greece ~

Amsterdam, 19 November 2009 - TomTom, the world's leading provider of navigation solutions and digital maps, today announces that it is expanding into Greece. TomTom is entering the market with three products: the mid-range TomTom XL (regional and Europe) and entry-level TomTom ONE (regional). The products will be distributed by Intersys and sold through major consumer electronics retailers across Greece. The products are available in stores starting November 2009.

"Greece offers a good potential with over four million cars on the road every day, and we are confident that we can achieve the same leading position in Greece that we already have in the rest of the world," says Luca Tammaccaro, TomTom's Vice President Italy and SEE. "Offering our fully localised PND products in Greece is a logical next step in our expansion strategy in Europe."

From today, the new Greek TomTom website is live at www.tomtom.com, featuring extensive information about products and services available in Greece.

Ease of use

All TomTom products are developed in-house and are plug & play, which means that they can be used straight out of the box without having to read any instruction manuals. They feature a touch screen with an intuitive navigation menu and icons in Greek. Clear voice instructions ensure drivers get to their destination without stress. A smartly designed EasyPort™ mount ensures easy stowing and carrying.

Maps, Map Share™ and free map updates

Tele Atlas, a world leading digital map provider and part of the TomTom Group, and Geointelligence provide the maps of Greece. In addition to a pre-installed map, TomTom will provide customers buying the XL model with a full year of *free map updates*, offering every map version released in the first year for free.

The world's road infrastructure changes up to 15% each year, and in fast developing countries even up to 40% per year. TomTom Map Share is a free map improvement technology which allows drivers to easily improve their maps directly on the device as soon as they spot changes in the roads, with just a few touches on the screen. These can include changes in street names, road speed limits, turn restrictions, traffic directions and road blocks, as well as corrections to Points of Interest, such as phone number changes. In addition, Map Share users can also benefit from changes made by others, validated by TomTom and shared through the free desktop software TomTom HOME.

Safety as a priority

Research institutions, including the leading US research institute Virginia Tech Transportation Institute and research institute TNO in the Netherlands, have proven that satellite navigation has a positive influence on driving behaviour and traffic safety. In addition, driving with a navigation device increases driver's alertness and reduces stress levels. Safety is a key priority in the development of all TomTom products. All TomTom devices come with comprehensive safety features, like a Help Me! emergency menu.

TomTom HOME

All TomTom users have access to TomTom HOME, TomTom's free desktop software for PC or Mac, which will be fully available in Greek. Through TomTom HOME, customers can easily download new software versions, voices, free user-generated content, or the latest maps to keep their device up to date.

Availability

TomTom products will be available in stores across Greece starting November 2009.

Map coverage in Greece:

The detailed map of Greece, created by Tele Atlas and Geointelligence, includes over 200,000 km of roads including Greece's largest cities.

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For more information, contact:

Rosaria Fusco

Public Relations Manager TomTom Italy and SEE

Tel: +39 02 34874106

Mob: +39 340 1612006

Email: rosaria.fusco@tomtom.com

For Investor Relations, please contact:

Richard Piekaar

Tel: +31 (0)20 757 5194

Email: ir@tomtom.com

About TomTom

TomTom NV(AEX: TOM2) is the world's leading provider of navigation solutions and digital maps. TomTom NV has over 3,300 employees working in four business units – TomTom, Tele Atlas, AUTO and WORK.

TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom XL and TomTom ONE ranges and the TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety.

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The AUTO business unit develops and sells navigation systems and services to car manufacturers and OEMs. WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom NV was founded in 1991 in Amsterdam and has offices in Europe, North America, Middle East, Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to www.tomtom.com & <http://investors.tomtom.com/>.