



Waytag selects TomTom to enable revolutionary new location-based services platform

Amsterdam, 20 March 2012 – Today TomTom announces a four year agreement with Waytag whereby TomTom will deliver maps and Points of Interest to power Waytag's unique location platform. Waytag launched in 2009 with a mission to make location sharing and search simple by reducing long and complex address systems to one simple word – a !waytag. By equipping Waytag with global maps and Points of Interest, TomTom is supporting the ability to easily locate people, businesses and places around the globe.

"The location-based service industry is exploding with innovative new applications like Waytag," said Nuno Campos, Vice President of Sales and Marketing for TomTom Licensing. "TomTom is excited to partner with a location-based services pioneer making it much easier for consumers to share and enjoy services based on their location information."

"The TomTom mapping solution is the catalyst that has enabled a new era in location ownership, sharing and navigation. Millions of people and organisations around the world will now be able to link their address and complicated GPS co-ordinates to a simple name called a !waytag. The ability to create, control and navigate to !BobMobi across a range of devices, platforms and solutions will play a significant part in the global adoption of location aware solutions," said Warren Venter, Chief Executive Officer at Waytag.

A !waytag is a free and permanent location identifier that moves with an end-user wherever they are. The user creates it, names it, updates it, manages it, can delete it and chooses who to share their !waytag with. The user is always in complete control of the information associated with their !waytag. The solution can be compared with the role of a domain name system (DNS) for Internet services; the !Waytag service provides a unique and unambiguous search result of consumer and business locations which will enable and simplify a variety of location aware applications. !Waytags will revolutionize the way we will share our address or location in the future.