



TomTom announces five millionth Map Share™ improvement report

~ Community participation in TomTom's proprietary map improvement technology grows 1000% in less than a year ~

Amsterdam – 16 December, 2008 - TomTom, the world's leading navigation solutions provider, today announces that members of the TomTom Map Share community have made a total of five million map updates worldwide. This milestone results from a surging adoption of TomTom's proprietary technology by the TomTom Map Share community, which has grown from half a million users at the beginning of this year to over five million users today.

TomTom is able to deliver the most up-to-date maps in a changing world by enlisting the help of its users worldwide. Map Share allows TomTom customers to make improvements to their map instantly on their TomTom navigation devices. Once checked by TomTom moderators, these updates are made available to the entire Map Share community, ensuring TomTom customers always have access to the most up-to-date maps. TomTom Map Share is certified by the prestigious German TÜV SÜD for its efficiency, intuitiveness and reliability.

"From the beginning we envisioned Map Share as a tool to help drivers contend with the frustration of unexpected road changes and to be used in between map updates," said Corinne Vigreux, managing director TomTom. "To put this five million milestone in perspective: a one-hour trip made anywhere in Europe or North America will be influenced by twenty to thirty Map Share corrections."

The success of Map Share is also due to the fact that the improvements made are those that customers really care about. This is clear due to the fact that the community has gone to the effort to report and share these corrections. The significance of the milestone also becomes clear when one compares it to the 15,000 reports that Tele Atlas receives on average per month from end users via its online map reporting system, Map Insight.

Some interesting facts about Map Share changes include:

? hundreds of thousands of street names have been added ? close to a million roads that were incorrectly blocked (or open) are now included or excluded from TomTom routes ? the Americans, the Germans and the British make the most improvements

TomTom's complete map package – high-quality maps pre-installed on all products, TomTom's latest map guarantee™, the TomTom Map Update Service™ and Map Share allows TomTom to provide customers with the most up-to-date and reliable maps in the industry.

Map Share corrections are available to TomTom customers via the TomTom HOME software, which comes standard with all TomTom devices.