



TomTom announces 'White Pearl' special edition

2 June 2009 – TomTom, the world's leading provider of navigation solutions and digital maps, today announces the White Pearl – a special edition navigation product with a twist! The White Pearl's stylish, pearlescent design makes the perfect gift, as well as appealing to the driver who likes a touch of glamour in their car.

With a chic pearlescent finish and matching EasyPort™ folding mount, the White Pearl is a departure from the typical look and feel of a TomTom portable navigation device. The product is decorated with a subtle 'swirl' pattern, which is beautifully expanded on the start up screen.

The White Pearl and its mount are presented in a luxurious silk drawstring bag, which also keeps it clean and safe from any knocks and bumps.

Based on the TomTom ONE IQ Routes™ edition*, the White Pearl ensures that driving is safe and stress-free but also includes some brand new features: special Points of Interest such as, 'Places to be seen' and 'Shop 'til you drop'. Covering everything from restaurants, bars, cafes, coffee shops, cinemas and theatres to fashion and home furnishing stores – the White Pearl gives drivers the ability to explore new places.

As well as Points of Interest, the White Pearl comes with TomTom's extremely useful Help Me! safety features, including emergency phone numbers and a 'Where Am I?' function – essential if the car breaks down on a journey, for example. And, as with all TomTom devices, the driver can simply plug in and go.

Corinne Vigreux, TomTom's managing director, said, "We designed the White Pearl to appeal to anyone wanting to give someone (or themselves) a very special gift, spicing up an already excellent navigation product with some fun, exclusivity and style. From birthdays to anniversaries, Valentine's Day, Mother's Day as well as Christmas, we believe this will make an extremely useful and desirable gift."

The White Pearl offers the usual TomTom navigation benefits: it is easy to install and use, and includes TomTom Map Share™ technology and the ever-useful Help Me! safety menus, amongst other features. In addition, it has TomTom's unique IQ Routes™

technology, ensuring users automatically have the most reliable travel and arrival times on their device.

Also included is advanced lane guidance – an important safety feature that ensures drivers always know the correct lane to take on complex motorway junctions.

Availability and pricing

The TomTom White Pearl will be available in June 2009. The suggested retail price is €199†. For more information, please visit: www.tomtom.com

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Notes to Editors

† Prices are set by retailers and may vary.

* The TomTom White Pearl includes maps of 42 European countries, as follows: Andorra, Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Hungary, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Monaco, Norway, Poland, Portugal, the Republic of Ireland, San Marino, Slovakia, Slovenia, Spain, Sweden, Switzerland, the Netherlands, the UK and the Vatican City. Also including the connecting roads of Albania, Belarus, Bosnia-Herzegovina, Macedonia, Moldavia, Montenegro, Romania, Serbia, Ukraine and the Russian Federation.

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For high resolution TomTom images, please visit:

<http://extranet.tomtom.com>

User name: press-tt

Password: TomTom

About TomTom IQ Routes™

To date, TomTom is the world's only navigation solutions provider that calculates routes based on historical travel time information. IQ Routes are more accurate and deliver the routes that well-informed locals would travel, making them feel more intuitive. The extended IQ Routes technology is now based on travel time information for every day of the week, at five minute intervals. The travel time data are stored in Historical Speed Profiles, one for every road segment, from large motorways to small local roads. Historic Speed Profiles are part of the digital map and updated with every new map release. They give a unique insight into real world traffic patterns. In many cases, the use of IQ Routes results in driving a faster route, saving significant travel time as well as money and fuel. TomTom IQ Routes is the only fact-based routing system based on measured travel times. All other routing systems are based on travel time assumptions.

About TomTom

TomTom NV 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, please visit www.tomtom.com.