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Vodafone Selects Tele Atlas to Power Location-Based Applications

Agreement Makes Enriched Mobile Experience Available
to Millions of Vodafone Mobile Customers Worldwide

Gent, Belgium, 20 July, 2009—Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, and Vodafone Group, the world's leading international mobile telecommunications company, have announced an agreement whereby Vodafone will use Tele Atlas digital maps and location-based content across its global footprint for the company's location-based services (LBS) and navigation offerings. Through the agreement, Tele Atlas and Vodafone will collaborate to enable powerful LBS, routing and mapping applications for mobile users around the world.

The agreement gives Vodafone access to Tele Atlas' global digital map content and products, including 24 million points of interest (POIs), 3D Landmarks, 2D City Maps and Digital Elevation Models, which give local search application users maps that more closely reflect their surroundings. Vodafone will also gain access to Tele Atlas Speed Profiles, which provides highly accurate speed data to help navigation application users find the most optimal routes and far more accurately estimate travel times.

Bobby Rao, Director, Internet Services Marketing and New Business Director at Vodafone Group said, "In an increasingly connected world, we are constantly striving to enrich our customers' lives by enabling them to communicate wherever they are with the tools and services they need. Accurate location content is at the heart of many of these offerings, allowing Vodafone to deliver a powerful, seamless mobile experience around the world, based on up-to-date maps and content."

"We're very pleased to partner with Vodafone to bring their customers fresh, accurate maps and innovative location content," said Bill Henry, CEO, Tele Atlas. "As the leading map provider we'll focus on delivering the richest experience to Vodafone customers that advances their mobile lifestyle."

About Tele Atlas

Tele Atlas delivers the digital maps and dynamic content that power many of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers map coverage of more than 200 countries and territories worldwide. The company was founded in 1984 and has offices in 27 countries around the world. Today, Tele Atlas maps are developed with the insight of a community of millions of GPS system users worldwide, who are adding to the company's unmatched

network of sources to track and validate changes in real time, and deliver the best digital maps and dynamic content. For more information, visit www.teleatlas.com. Tele Atlas is a subsidiary of TomTom N.V.

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