



## Press Release

### **Tele Atlas Completes Acquisition of Georigin**

*New Tele Atlas Subsidiary Produces and Markets Digital Maps Covering West, East and Southern Africa*

**'s Hertogenbosch, Netherlands, December 21, 2007**– Tele Atlas (FSE: TA6, EUNV: TA), a leading global provider of digital maps and dynamic content for navigation and location based solutions, announced today that the acquisition of a majority ownership in Georigin (Pty) Ltd., a South Africa based company, which was previously announced on October 31, 2007, is complete.

Headquartered in Pretoria, Georigin produces and markets digital map data for West, East & Southern Africa, which currently covers more than 3,000,000 kilometers of roads and a total population of over 500 million people. The company will be headed by Georigin co-Founder and Managing Director, Pieter Grobbelaar.

The acquisition of Georigin is designed to significantly strengthen Tele Atlas' operations in Africa and answer automotive, portable navigation, mobile and internet application partner requirements for maps of the African continent, including high quality points of interest (POI's), navigation attributes and addresses. As part of the acquisition, Tele Atlas retains both an extensive customer base and 85 full and part time Georigin employees, who are experts in digital elevation models and topographical maps.

#### **About Tele Atlas**

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). The information is the foundation for a wide range of personal and in-car navigation systems and mobile and Internet map applications that help users find the people, places, products, and services they need, wherever they are. The company also works with business partners who trust its digital map data to deliver critical applications for emergency, business, fleet, and infrastructure services. Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The company was founded in 1984 and today has approximately 2,500 full-time staff and contract cartographers at offices in 24 countries and uses a sophisticated network of professional



drivers, mobile mapping vans, and more than 50,000 data resources to deliver highly accurate and up-to-date digital maps. Tele Atlas is listed on the Frankfurt Stock Exchange (TA6) and on Euronext Amsterdam (TA). For more information, visit [www.teleatlas.com](http://www.teleatlas.com).

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