



Samsung Electronics Selects Tele Atlas for Digital Maps and Location Content

Customized solutions to enhance mobile consumer experience worldwide with powerful navigation and location based applications

Gent, Belgium and Seoul, Korea, 27 October, 2009—Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, and Samsung Electronics, a leading mobile phone provider, have announced an agreement under which Samsung will use Tele Atlas maps for its GPS-enabled devices. Samsung will be able to provide the ultimate mobile experience with Tele Atlas' suite of enhancement products including more than 24 million points of interest (POIs), Voice Maps and visual enhancements such as 3D Landmarks, 2D City Maps and Digital Elevation Models, which give wireless navigation and local search application users maps that more closely reflect their surroundings.

“As consumers seek more sophisticated GPS-enabled services from their devices, it is increasingly crucial that handset manufacturers deliver solutions with relevant local content that enriches the mobile experience,” said Tele Atlas CEO Bill Henry. “Our unique approach of combining validated community input with state of the art map making technology to develop the highest quality maps, paired with our innovative location content, will now empower millions more smartphone users around the world.”

“People want easy-to-use solutions, and the partnership with Tele Atlas will allow us to provide our customers with exciting and valuable multimedia,” said Hyoungmoon No, Vice President of R&D Planning Team, Mobile Communications Division, Samsung Electronics. “We will continue to provide people with innovative functionality, style and usability.”

Henry said the two companies will collaborate in the future to deliver rich navigation and location solutions covering a wide range of products and regions. Financial terms of the agreement were not disclosed.

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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 or <http://investors.tomtom.com/index.cfm>. Tele Atlas is a subsidiary of TomTom N.V. (AEX: TOM2).

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 164,600 people in 179 offices across 61 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com

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