



TomTom Finds its Way to New Zealand

Amsterdam, 11 September 2007 - TomTom, the world's largest navigation solutions provider, today launches its award-winning portable navigation devices in the New Zealand market: the TomTom ONE 3RD EDITION, and the TomTom ONE XL.

The TomTom ONE and TomTom ONE XL ensure easy-to-use navigation for consumers, thanks to the high quality features, such as free QuickGPSfix software, the latest and most up to date maps and fast route calculation. The devices contain the most up to date and accurate maps available for New Zealand.

Combining ease of use, portability, TomTom's patented touch screen technology and award winning software, the TomTom ONE model fits in any shirt pocket and can easily be taken from one car to another. It is the world's best selling portable navigation device and TomTom's entry level portable navigation device. TomTom ONE also features a sleek light-weight design (only 174 grams) and ultra compact measurements.

The 4.3 inch screen of the TomTom ONE XL guarantees drivers a clear view of the screen, ensuring a stress free and safer journey on the road. Thanks to the enlarged screen drivers will have a better overview of the road ahead with more streets and information on display.

In addition, users can access TomTom HOME, TomTom's free software application enabling users to manage, download, store and transfer content from their computer onto their TomTom device. Via TomTom HOME users can easily plan routes, download voices and install maps to keep their TomTom up to date at anytime.

The TomTom ONE and ONE XL will be available at major retailers including in Dick Smith, Harvey Norman, JB Hi-Fi and Hill and Stewart shops.

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About TomTom

TomTom NV is the world's largest navigation solution provider. 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 ONE 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. TomTom offers a portfolio of content and services for TomTom's navigation products, which are easily available through TomTom HOME. TomTom also provides navigation software products that integrate with third party devices; the TomTom NAVIGATOR software for PDAs and smartphones. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise. TomTom's products are sold through a network of leading retailers in 30 countries and online. TomTom was founded in 1991 in Amsterdam and has offices in Europe, North America and Asia Pacific. TomTom is listed at Euronext, Amsterdam Stock Exchange in The Netherlands. For more information, go to <http://www.tomtom.com>.