



FOR IMMEDIATE RELEASE

TomTom debuts TomTom EASE in North America

New entry-level car navigation solution is easy to use, ultra-portable and packed with the latest technologies

- More portable and even easier to use
 - Integrated Fold & Go Easy Port™ Mount allows device to fold flat, for increased portability
 - Text-to-speech for spoken street names
- Enhanced EasyMenu™ user interface with a simple two-icon touchscreen menu helps users start their destination even faster
- TomTom's proprietary Map Share™ and IQ Routes™ Technology for most accurate maps and routing
- 'Help Me!' safety menu for access to emergency providers

Concord, MA – January 6, 2010 – TomTom, the world's leading provider of navigation solutions and digital maps, today announced the launch of TomTom EASE, TomTom's newest entry-level car navigation solution. The new TomTom EASE combines even greater ease-of-use with quality navigation at a very affordable price. The TomTom EASE will be on shelves at major retailers in the US in early 2010.

"The TomTom EASE combines quality, simplicity and style into one compact device," said Jocelyn Vigreux, president of TomTom Inc. "It's an obvious choice for drivers who want an affordable, easy to use portable navigation device with the most innovative map and routing technologies available."

Portable and easy to use

The new TomTom EASE features a sleek light-weight design and integrated EasyPort™ mount, making the TomTom EASE the most compact TomTom device available yet. Drivers can easily fit the entire device and attached mount into a pocket, purse or small glove compartment. It will be available in black and white.

Enhanced user interface

TomTom's improved EasyMenu user interface now offers a simple two-icon touchscreen menu that provides quick access to search tools so that users can get started on their destination even faster.

Best routing and maps

IQ Routes Technology provides drivers with the fastest route any time of day with accurate travel times. TomTom has a database of over 1.3 trillion speed measurements worldwide, which are included in the device's map so that users get smart route planning wherever they are.

The device also comes with TomTom Map Share, the company's unique technology that allows users to make their own map changes and benefit from thousands of free map corrections made by TomTom users every day – free of charge. Since roads are continually changing, Map Share gives TomTom users the option to capture these changes on their devices in-between map releases and keep their data as current as they wish. These changes allow the community of Map Share users to always have the most up-to-date maps and inside local knowledge at their fingertips.

The device features maps from Tele Atlas covering more than 6.5 million miles of roadways in the US and include more than 3 million standard and premium points of interest. The same Tele Atlas maps that will power the device were recently rated highest for quality and reliability in certified tests.

Extensive safety features

Safety is a key priority in the development of all TomTom products. TomTom EASE is designed with safety features so drivers always have direct access to extensive safety and roadside assistance information wherever they go. The extensive 'Help Me!' Menu includes information such as the way to the nearest car repair station or hospital.

The new TomTom EASE will be available in both black and white in major retail outlets throughout the US in early 2010.

Product technical specifications:

- Unit Dimensions: (H x W x D) 3.4" x 3.6"x 1.2" (including mount)
- Unit Weight: 6.1 oz. (including mount)
- Touch-screen: 3.5" LCD (320 x 240 pixels, supports 64K colors)
- Memory: 2 Gb Flash
- Maps: Pre-loaded maps of the US from Tele Atlas
- Text-to-Speech: Yes

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About TomTom

TomTom NV (AEX: TOM2) 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, Automotive 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 Automotive business unit develops and sells navigation systems and services to car manufacturers and OEMs. TomTom 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, go to www.tomtom.com.