



TELE ATLAS CONTACTS

Erin Delaney

Tele Atlas

+1 617 721 1923

erin.delaney@teleatlas.com

Sandra Van Hauwaert

Tele Atlas

+32 9 244 92 22

Sandra.VanHauwaert@teleatlas.com

For IR and Financial Press:

Richard Piekaar

TomTom NV

+31 (0)20 7 575 119

richard.piekaar@tomtom.com

Tele Atlas Maps and Location Content Power In-Car GPS Navigation for Next-Generation Ford SYNC and New MyFord Touch

Ford Vehicles in North America, South America and the Middle East to Feature High-Quality Tele Atlas Maps and Location Content

Las Vegas, Consumer Electronics Show 2010, January 7, 2010—Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, announced today that Ford Motor Company will use Tele Atlas maps and location content for North America, South America and the Middle East in the newest version of Ford's in-car connectivity system, SYNC™, and in all vehicles equipped with the new premium navigation option for MyFord Touch driver connect technology. The same Tele Atlas maps of North America that will power these navigation offerings and location services were recently rated highest for quality and reliability in certified tests.

Starting in 2010, Ford will offer a convenient, upgradable Secure Digital (SD) card-based premium navigation system for Ford vehicles equipped with the new MyFord Touch. Turn-by-turn directions with generic display icons and voice guidance will be standard on all Ford vehicles with SYNC, using the existing Traffic, Directions & Information application.

The map-based SD card navigation leverages Tele Atlas maps and builds upon SYNC with Traffic, Directions and Information. The current system leverages industry-leading voice-recognition software, integrated GPS technology and a Bluetooth®-enabled mobile phone to deliver personalized traffic reports, precise turn-by-turn directions and up-to-date information including business listings, news, sports and weather.

All Ford vehicles with SYNC will have turn-by-turn directions available via the Traffic, Directions & Information application enabled by the user's mobile phone. The addition of MyFord Touch driver connect technology brings a new visual element to the basic navigation system, thanks to the display capabilities built in to the systems.

SD card navigation, supplied by TeleNav with Tele Atlas maps, will be available as an option for the MyFord Touch system, activated by inserting the SD card in to the system's built-in Media

Hub. The SD card will contain the map database and voice data, 3D landmarks and points-of-interest (POIs) from Tele Atlas and enhanced POI information from Wcities. Upon activation of the map-based navigation option, SIRIUS Travel Link data services will be available as well, providing access to sports scores, weather, traffic, and movie listings.

“Ford’s industry leadership in delivering advanced, connected navigation and its vision to deliver a range of customizable, connected services make them an ideal partner for Tele Atlas in the automotive market,” said Jonathon Husby, Tele Atlas Vice President of Automotive, Transportation and Telematics. “We’re excited to work with Ford to deliver a personalized, content-rich navigation experience with SYNC and MyFord Touch and further extend its leadership on a global scale.”

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).

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