



TomTom Delivers Out-of-the-Box Data Solution for Oracle End Users

Oracle OpenWorld 2011, San Francisco, CA, October 4, 2011 – [TomTom](#) today announces the availability of **TomTom Geospatial for Oracle**, an out-of-the box data solution for **geocoding, routing and display**. Oracle customers can now easily integrate TomTom map and routing data into existing or new business applications and IT infrastructure powered by Oracle Database 11g, saving them time and money.

TomTom enables rich analysis and functionality through Geospatial for Oracle. Customers in the insurance industry might use the Oracle Spatial geocoding features to assess risk in flood zones, while customers in finance can leverage them to track client purchasing habits and determine new ATM locations. The utilities industry can more effectively manage mobile workforce by geocoding addresses, planning efficient routes and visualising the location of their assets. Oracle Spatial is an option to Oracle Database 11g.

"With the launch of Geospatial for Oracle, TomTom fuels Oracle applications with its accurate and fresh data," said Maarten van Gool, Managing Director TomTom Licensing. "TomTom is proud to partner with a highly regarded organisation like Oracle and we're committed to building on this partnership."

"Our customers will benefit from TomTom's commitment and investment to produce these data products in Oracle Spatial geocoding and routing schemas" said Jim Steiner, Vice President, Product Management, Oracle Server Technologies. "We are pleased by the availability of these TomTom products in Oracle Spatial format and look forward to continued developments together with TomTom."

TomTom Geospatial for Oracle is now available in 25 countries in Europe and North America. TomTom is committed to continuous expansion of coverage of the schemas. To support successful implementation, TomTom can offer years of Oracle

expertise in the form of professional services. TomTom is a gold level member of the Oracle PartnerNetwork.

About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of in-car location and navigation products and services focused on providing all customers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has over 3,500 employees and sells its products in more than 40 countries.

TomTom Licensing is the division of TomTom dedicated to delivering relevant, fresh and high-quality digital maps, and dynamic content, to a wide range of business customers. Our product portfolio includes the world's freshest digital maps covering over 200 countries and territories globally, as well as the most accurate real time and historical traffic products.

For further information, please visit www.tomtom.com/licensing

Follow us at www.twitter.com/TomTomCorporate

Media contact:

Europe: Sandra Van Hauwaert, +32 497 25 18 16,

Sandra.VanHauwaert@tomtom.com

Americas: Maureen Williams, +1-603-667-7646, Maureen.Williams@tomtom.com