



TomTom Hits 10 Million Product Mark

Amsterdam, 9 May 2007 – TomTom, the world's largest navigation solutions provider, announced today that it has sold its 10 millionth navigation product. This achievement marks the impressive growth that the company has seen, as millions of people choose TomTom to get them from A to B in a safe, stress free and efficient way.

TomTom continues to be the leader in this fast growing market and has played a major part in driving the continued consumer adoption of satellite navigation products and services. In the past year alone, the company has doubled its installed base, giving TomTom the largest number of customers in the navigation industry worldwide today.

"We are very proud to be leading the way in this growing market and attribute our success to our vision and on-going commitment to delivering fundamentally better navigation," said Harold Goddijn, TomTom's chief executive officer. "Selling 10 million products is an important milestone in TomTom's history, but it is only the start of the story. As more and more drivers across Europe demand high quality, innovative and easy to use navigation solutions, we expect to see this growth continue."

TomTom continuously innovates, bringing new services to its customers and enhancing content for a better user experience. Since the introduction of TomTom HOME, over one million users have accessed and registered for TomTom's entire range of content, maps and services. This makes them a part of the world's biggest satellite navigation community. Through TomTom HOME, consumers are offered an easy, free-of-charge way to keep their TomTom up-to-date, whatever model they own.

TomTom's success is further driven by a broad portfolio of best selling navigation products and market-leading services, including:

- Portable navigation devices (PNDs) which enable customers to navigate right out of the box; these are the award-winning **TomTom GO** range, the **TomTom ONE**, the **TomTom ONE XL** and the **TomTom RIDER**.

- **TomTom NAVIGATOR** software for PDA and smartphone users.
- **TomTom PLUS**, a content and services offering for navigation products, providing up-to-the-minute weather reports, updates on road conditions, new maps and the TomTom Buddies feature.
- **TomTom HOME**, a free software application enabling users to manage, download, store and transfer content from their computer onto their TomTom device including map, software and service updates.
- **TomTom WORK** combines outstanding communication and smart navigation technology with leading edge vehicle location expertise; the TomTom GO 715 is the latest addition to this portfolio.
- TomTom also offers automotive manufacturers a unique solution that can be embedded into an automobile, yet remains completely portable.
- A full range of accessories has been specially developed by TomTom to complement its PND products, including carry cases, head sets and mounting kits.

TomTom was founded in Amsterdam and has offices in Europe, North America and Asia Pacific. Today, TomTom products are sold through a network of leading retailers in 25 countries and online.

For more information please contact:

Investor Relations and Financial Press

Taco Titulaer

investor.relations@tomtom.com

+31 (0) 20 753 5194

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 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 range and the TomTom RIDER. TomTom PLUS, is the location-based content and services offering for TomTom's navigation products easily available through TomTom HOME. TomTom also provides navigation software products which 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 25 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>.