TomTom

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RIM selects TomTom HD Traffic

~HD Traffic provides real-time traffic information for BlackBerry apps~

CTIA Wireless, New Orleans, May 8, 2012 – TomTom today announced that Research In Motion (RIM) is using TomTom's award winning real-time traffic services for BlackBerry® applications. BlackBerry® Traffic is now powered by TomTom HD Traffic, giving customers access to the most accurate, comprehensive and up-to-date traffic information on the market. Additionally, TomTom maps and location content is used in BlackBerry® Maps, and for BlackBerry® Locate Services, which gives 3rd party software developers access to the mapping and traffic information for their own apps.

"Through our strategic relationship with RIM, we are enabling the future of mobile travel with powerful location content and real-time information, including HD Traffic," said Nuno Campos, Vice President of Sales and Marketing for TomTom Licensing. *"TomTom's market-leading real-time traffic information will provide BlackBerry customers with the best mobile travel experience."*

"We're thrilled to work with TomTom to leverage their industry-leading traffic and travel content for BlackBerry Traffic and BlackBerry Maps, and to enable access to those capabilities for BlackBerry developers as well," said Martyn Mallick, Vice President, Global Alliances and Business Development at Research In Motion.

According to a recent study, TomTom's traffic information saves commuters 50 minutes of travel time per week or approximately 40 hours per year. With HD Traffic, BlackBerry customers will be able to select the best route to their destinations in an effort to not only save time but also fuel.