

Let Homer Simpson Be Your Co-Pilot On TomTom Portable Navigation Devices

Celebrating THE SIMPSONS 20th Anniversary TomTom, Locutio Voice Technologies and Twentieth Century Fox Licensing & Merchandising Bring Hilarious Homer Quips To Navigation Devices in North America and Europe

Concord, MA – XXXX, 2009 – Homer Simpson knows how to get to the Kwik-E Mart in Springfield, and now he'll help you navigate to your favorite point of interest in North America or Europe. TomTom has joined forces with Locutio Voice Technologies and Twentieth Century Fox Licensing & Merchandising (Fox Licensing) to bring the original voice* of Homer Simpson to all TomTom devices via download. Starting today, TomTom users can go to www.tomtom.com/simpsons and download the voice for \$12.95 and €9.95.

On the road, Homer's hilarious, encouraging and sometimes unusual advice will ensure that drivers will not only reach their destination on time, but have a lot of fun along the way. With an insatiable appetite as his motivation, Homer adds his own words of wisdom for TomTom drivers like, "Take the third right." "We might find an ice cream truck! Mmm...ice cream." With Homer's unpredictable and comical commands leading the way, drivers are guaranteed an unforgettable journey.

"Celebrity voice downloads are one of the many features TomTom offers to our customers to personalize their driving experience," said Jocelyn Vigreux, president of TomTom Inc. "With Homer Simpson's voice helping them to navigate their trip, TomTom customers will not only travel safely and with less stress, but will also be highly entertained along the way."

TomTom portable navigation devices guide drivers with audible, turn-by-turn instructions and 3D maps which work right out of the box, with no additional fees or services required.

"Homer Simpson has one of the most identifiable voices in entertainment history," said Elie Dekel, Fox Executive Vice President Licensing and Merchandising. "We have joined forces with TomTom to help celebrate THE SIMPSONS historic 20th anniversary and will help provide a little levity for those long summer road trips ahead."

TomTom's portable navigation devices offer up to 70 preloaded voices in 36 languages, and now drivers can have Homer Simpson navigate them to any location, including specific points of interest. Homer Simpson is the latest

character to join the growing line up of voices available for use on devices made by TomTom, the world's leading navigation solutions provider.

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Notes to Editors

* The official Homer Simpson voice recorded by Dan Castellaneta.

Official high resolution images of Homer Simpson are available on request.

For Public Relations please contact:

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About TomTom

TomTom NV 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, AUTO 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.

About Locutio Voice Technologies

Locutio Voice Technologies is the world's number one licensee and developer of celebrity voices for in-car GPS satellite navigation systems. Locutio's voices are

scripted, recorded and performed to the highest standards to both enhance the navigation experience, and ensure that every journey is a truly fun aural event that delights passengers and drivers alike. Locutio delivers real in-car infotainment!

Founded in Winchester, United Kingdom in 2004, Locutio continues to create beguiling and original voice content in a number of European languages for a variety of consumer electronics manufacturers. See locutio.co.uk and tomtom-voices.com for more details.

About Twentieth Century Fox Licensing & Merchandising

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

About *THE SIMPSONS*

The longest-running primetime sitcom in television history, *THE SIMPSONS* exploded into a cultural phenomenon in 1990 and has remained one of the most groundbreaking and innovative entertainment franchises, recognizable throughout the world. Cartoonist Matt Groening created the infamous Simpson family: Homer, Marge, Bart, Lisa and Maggie Simpson -- all now identifiable by their silhouettes alone. "Best. 20 Years. Ever.," the year-long global celebration honoring all things *THE SIMPSONS*, recently launched and will culminate on January 14, 2010, the 20th anniversary of the series' debut.

THE SIMPSONS is a Gracie Films Production in association with 20th Century Fox Television. James L. Brooks, Matt Groening, and Al Jean are the Executive Producers. The Gracie Films Licensing and Marketing Division develops and produces the licensed content for the series. Film Roman is the animation house.

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