



MAY THE 4TH BE WITH YOU

~ Official *Star Wars*[™] voices now available, only on TomTom devices ~

Amsterdam, 4th May 2010 – Get ready to feel the Force – behind the wheel! In association with Lucasfilm Ltd. and VoiceSkins.com TomTom brings official *Star Wars* voices to TomTom navigation devices for the very first time.

Launching today with Sith Lord Darth Vader, the line-up will continue throughout summer 2010 – with C-3PO arriving in June and Yoda in July. The cast will be complete with Han Solo in August.

Europe

“We are thrilled to launch these exclusive *Star Wars* voices, available only on TomTom devices,” says Alain Pakiry, Senior Vice President for Marketing at TomTom. “Now, *Star Wars* fans around the world can unite their passion for *Star Wars* with their love of the road, making every drive more personal and exciting.”

US

“We are thrilled to launch these exclusive *Star Wars* voices, available only on TomTom devices,” said Tom Murray, senior vice president market development at TomTom, Inc. “Now, *Star Wars* fans around the world can unite their enthusiasm for *Star Wars* with their driving experience, making every journey more entertaining and enjoyable.”

“The TomTom brand is synonymous with high quality navigation. *Star Wars* fans are sure to be delighted when they hear just how great these voices sound on their TomTom navigation devices,” says Casey Collins, sr. director of international licensing and marketing at Lucas Licensing..

Darth Vader’s menacing voice and signature breathing add a thrilling dimension to TomTom GPS voice commands. Incorporating dialogue inspired by the original films, Darth Vader delivers navigation instructions such as: “*Bear left, to the dark side. Then in 200 yards you have reached your destination. The Force is with you, but you are not a Jedi yet*”.

The Darth Vader voice also features original sound effects from the classic films, including lightsaber sounds and TIE fighter flybys. John Williams’ unforgettable Imperial March music is embedded into certain sections of the navigation commentary. With such audio temptation, Darth Vader will turn all TomTom drivers to the dark side!

TomTom customers will also be able to download free of charge various official warning alert sounds voiced by Darth Vader, along with free start up screen wallpaper and Lord Vader map icon.

To celebrate the release of the voices, TomTom is launching a unique *Star Wars* game where fans can also test their allegiance to the Force, to see if they wish to turn to the dark side..

All *Star Wars* voices will be available in English with further languages available throughout the summer.

Darth Vader’s voice is available for download immediately for €9.95.

To hear clips of the voices – and to find out more about them and the *Star Wars* game – visit:

- Website www.tomtom.com/starwars
- Video: <http://www.youtube.com/watch?v=2ljFfL-mL70>
- Game: www.tomtom.com/usetheforce

- ENDS -

Note to editors

High resolution *Star Wars* images are available on request.

About TomTom N.V.

TomTom N.V. (AEX: TOM2) is the world's leading provider of location and navigation solutions. Headquartered in the Netherlands it employs over 3000 employees worldwide. More than 40 million people daily use its solutions, be it in the form of dedicated portable navigation devices (PNDs), in- dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use TomTom's digital maps on the internet or mobile phone.

In 2009, TomTom reported €1.5 billion in revenues and a €340 million net cash flow from operating activities. More information about TomTom can be found on www.TomTom.com.

About VoiceSkins.com & Locutio Voice Technologies

Founded in Winchester, United Kingdom in 2004, Locutio Voice Technologies is the world's foremost developer of real celebrity and branded licensed voice content for in-car GPS. Working with vocal luminaries like Fox / Simpsons and Snoop Dogg, Locutio's VoiceSkins are scripted, recorded and performed to both enhance the navigation experience and ensure that every journey is a truly fun event. Locutio's official celebrity GPS VoiceSkins deliver real in-car infotainment!

VoiceSkins.com currently offers for sale the original Homer Simpson voice, as recorded by Dan Castellaneta, the voice of Snoop Dogg and now the Darth Vader Star Wars voice. More high-profile premium branded celebrity voice content is set to be launched throughout 2010. See www.VoiceSkins.com and www.Locutio.co.uk for more details.

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