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LUCASFILM LTD., TOMTOM & VOICESKINS.COM JOIN FORCES TO LAUNCH OFFICIAL STAR WARS™ GPS VOICES

Darth Vader, Yoda, C-3PO and Han-Solo come to TomTom GPS Navigation

LOS ANGELES, May 10, 2010 – VoiceSkins.com, in association with Lucasfilm Ltd. and TomTom, announces the launch of the official Star Wars voices for GPS. Darth Vader's VoiceSkin is the first Star Wars GPS voice to be made available for download by users of TomTom GPS navigation systems. The voices of Yoda, Han-Solo and C-3PO will be launched over the summer of 2010.

"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.

"Star Wars is iconic and the voices from the films are some of the most distinctive and recognisable in popular culture. We are absolutely delighted to bring the official Star Wars voices to TomTom GPS in partnership with Lucasfilm," said Chris Hilton, CEO of Locutio Voice Technologies, the company behind VoiceSkins.com.

Lord Vader's menacing voice and signature breathing add a thrilling dimension to TomTom GPS voice commands. Incorporating dialogue inspired by the original films, the Darth Vader VoiceSkin delivers navigation instructions such as: "*In 100 yards, take the exit left and do not fail me this time!*", and: "*After 800 yards, turn to the left...then... make a U-turn - Obi Wan has taught you well.*" And: "*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 on offer, Darth Vader will turn all TomTom drivers to the dark side!

"We are thrilled to launch these exclusive Star Wars voices, available only for 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."

Along with the Darth Vader VoiceSkin, Star Wars fans can also download extra content free of charge, including: official Star Wars start-up screen wallpaper; various official warning alerts sounds voiced by Darth Vader; and a 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 to purchasers worldwide, with further languages available throughout the summer.

Darth Vader's voice is available to all users of TomTom navigation systems for download immediately at \$12.95. To hear clips of the voices – and to find out more about them and the *Star Wars* game – visit

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

About VoiceSkins.com & Locutio Voice Technologies

Founded in Winchester, United Kingdom in 2004, Locutio Voice Technologies is the world's foremost developer of premium branded voice content for in-car GPS. Working with vocal luminaries like Fox / Simpsons, Lucasfilm / Star Wars 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 real celebrity GPS VoiceSkins deliver real in-car infotainment!

VoiceSkins.com is *the* destination site for authentic celebrity voices for TomTom. VoiceSkins.com currently offers for sale the original Homer Simpson voice, as recorded by Dan Castellaneta, the voice of Snoop Dogg and now the official 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.

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 Lucas Film and Star Wars

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