



Beat the traffic with TomTom and SUNA.

~ TomTom customers can now receive up-to-date traffic information ~

Australia, June 25th 2008, Today, TomTom and Intelematics announced the availability of the SUNA Traffic Channel on TomTom GPS devices. TomTom users will now be able to route around traffic incidents and get more accurate arrival times with the SUNA Traffic Channel.

"The introduction of traffic services in Australia gives further momentum to the booming GPS market" said Andrew Cooper, Managing Director of TomTom Australia and New Zealand. "TomTom continues to give users the best navigation experience with the implementation of the SUNA traffic service" he added. "TomTom's Latest Map guarantee and TomTom Map Share™ delivers the best maps to our users, and now with SUNA Traffic Channel we can deliver the best routing solution."

Adam Game, CEO of Intelematics said "The integration of real time traffic information and navigation empowers motorist to make better judgements, and avoid unnecessary delays. Whilst there is no magic solution to everyday congestion, SUNA Traffic Channel can help motorists identify when delays are unusual or severe – on these occasions an alternate route can be considered."

SUNA Traffic Channel is a digital data broadcast received using a radio decoder integrated in the TomTom device. Because the service requires no cellular network connection, motorists can be constantly connected to real time traffic conditions with confidence. The service will be available in Melbourne, Sydney and Brisbane. Other metropolitan areas are planned for later in the year.

SUNA Traffic Channel uses the international TMC (Traffic Message Channel) standard to broadcast traffic information to TomTom GPS devices via an FM radio signal so that users can be alerted to any known traffic incidents on their route or in their area. Their TomTom GPS will alert them to any issues ahead and give them the option to revise their route, saving time and reducing stress.

SUNA Traffic Channel provides detailed information on traffic incidents and traffic flow including

- A description of the incident – what is causing the hold up
- The location of the area affected
- Length of delay
- Detour options
- Arrival time

To receive the SUNA Traffic Channel customers will need to purchase a receiver from TomTom retail partners and have Sensis Whereis V.15 (2008) maps loaded on their

TomTom GPS. TomTom will also offer a number of bundle solutions including the TomTom XL Traffic and the TomTom GO 720 Traffic. These products will include a traffic receiver in the box and will be plug and go. Customers simply plug the traffic antenna into their TomTom GPS to start receiving traffic information.

The TomTom RDS-TMC receiver will be available in July at an RRP of \$149.

The TomTom XL Traffic will be available in July at an RRP of \$549.

The TomTom GO 720 Traffic will be available in July at an RRP of \$699.

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