

**FINAL  
FOR IMMEDIATE RELEASE**

**FOX CONSUMER PRODUCTS AWARDS LOCUTIO VOICE TECHNOLOGIES WITH  
KRUSTY INNOVATION AWARD FOR HOMER SIMPSON  
CELEBRITY GPS NAVIGATION VOICE**

*Locutio is also a finalist in the 2010 UK Licensing Awards for the Innovation category, nominated by Fox Consumer Products for Homer Simpson GPS voice*

**LONDON (October XX, 2010)** – Twentieth Century Fox Consumer Products (FCP) awards Locutio Voice Technologies, the world's leading developer of celebrity branded navigation voices, the 2010 Krusty Award for innovation. In partnership with Fox Consumer Products, Gracie Films and TomTom, Locutio brought the original celebrity voice of Homer Simpson to in-car GPS for the first time.

Each year, Krusty awards are given to a very select few of the hundreds of licensees of *The Simpsons* for outstanding achievement in areas such as creativity, innovation and partnerships. Winning this award is an indication of how much the FCP executives considered the Homer voice to be truly groundbreaking and is the ultimate industry endorsement for Locutio.

“We are really thrilled to have signed this deal with Locutio, and for TomTom to support and retail this truly innovative brand initiative,” says Carl Lumbard, Senior Vice President and MD of Fox Consumer Products Europe.

“This is a perfect brand fit with *The Simpsons* on all levels, appealing to the family as well as the male gadget market, coupled with the universal recognition of Homer's voice. The product truly captures the essence of *The Simpsons* brand strength.”

“Homer was the breakthrough GPS voice that established the category and is now the most successful GPS voice ever,” asserts Chris Hilton, Managing Director and President of Locutio Voice Technologies. “It was a great privilege and a lot of fun creating the Homer Simpson voice and we are especially grateful for the hard work, vision and commitment provided by the FCP team, in particular Louise Collins, James Hinton and Carl Lumbard.” Hilton also admits, “We are all genuinely delighted to win a Krusty Award and to know, as Krusty himself would say, that we're not just good, we're good enough!”

In addition, Locutio was shortlisted for the 2010 UK Licensing Awards Innovation category, reaching the top five out of hundreds of entries. Judged by a panel made up of over 60 key industry participants, the awards are the most prestigious in the UK and celebrate the industry's achievements on all levels.

Chris Hilton states, “Being a finalist in the 2010 Licensing Awards Innovation category is a major accolade as well. Getting this far signifies the industry's recognition of the product's quality and the fact that this is a content category that is here to stay.”

The Homer Simpson GPS voice was launched in June 2009 and is available from the TomTom website retailing for \$12.95 in the US, £7.95 in the UK and €9.95 in Europe ; the Homer Simpson voice is available to customers in 14 countries.

For more information and to hear samples of the Homer Simpson voice, please visit <http://www.tomtom.com/voices>

## **Notes to editors**

\* The original Homer Simpson voice was recorded by Dan Castellaneta.

### **About Locutio Voice Technologies**

Founded in 2004, Locutio Voice Technologies is the world's foremost developer of real celebrity and branded voice content for in-car and mobile GPS. Working with vocal greats like Fox/Simpsons Lucas Film/*Star Wars*, Warner Bros./Looney Tunes and Snoop Dogg, Locutio's VoiceSkins ensure that every journey is a truly fun event, delivering real in-car infotainment!

VoiceSkins.com currently offers for sale the original Homer Simpson voice, the voice of Snoop Dogg, the official *Star Wars* voices and now the classic Looney Tunes range. More high-profile premium branded celebrity voice content is set to be launched throughout 2010. See [www.voiceskins.com](http://www.voiceskins.com) and [www.locutio.co.uk](http://www.locutio.co.uk) for more details.

### **About Fox Consumer Products**

About Twentieth Century Fox Consumer Products: A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on 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 UK Licensing Awards**

The Licensing Awards are owned and organized by The Licensing Source Book (published by Max Publishing). They recognize the evolving world of licensing – across entertainment, brands, sport and celebrity properties.

The Licensing Awards categories cover all aspects of the UK licensing industry:

Retailer Awards – for retailers of licensed merchandise

Product Awards – for ranges of licensed products

Property Awards – for specific licensed properties

Special Awards – for product innovation, marketing communication and honorary achievement

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