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Contact: Cashmere Agency
Phone: 310.695.7078
pr@cashmereagency.com

SNOOP DOGG & VOICESKINS.COM ANNOUNCE SNOOP'S TOMTOM GPS VOICE

Multiplatinum Hip-Hop Artist Snoop Dogg Lends His Iconic Voice And Distinctive "Snoop Speak" To TomTom GPS Navigation Systems

November 30, 2009 – Snoop Dogg, in association with VoiceSkins.com, announces the launch of Snoop's GPS voice. As one of the best known and most recognizable voices in pop culture, Snoop Dogg's VoiceSkin is now available for download by users of TomTom GPS navigation systems.

Bringing a whole new hip-hop swagger to TomTom GPS, the VoiceSkin contains 'Snoop Speak' such as: "Take tha third left, and while you're at it, put in some of that Snoop Dogg!" "Turn around when possible and keep it 'G', ya d-i-g?" He also smoothes the way for TomTom drivers with Snoop-style guidance, such as, "Keep left ahead, and you'll be bonafide".

Nick Adler, Brand Manager for Snoop's Stampede Management, said, "Celebrity voices for GPS are a hot new content category. Snoop is the first real megastar to lend his voice to GPS navigation. As Snoop is a trendsetter, he just had to have his voice tell us all where to go!"

Along with the VoiceSkin, Snoop Dogg fans can also expect extra bonus material including a special 'Points of Interest' file, containing the locations of places of special significance to Snoop and his favourite Los Angeles haunts. Additional TomTom device sounds (including start up, shut down and speed camera warnings) are also available for download, all voiced by Snoop himself.

"Snoop Dogg has one of the most distinctive and recognisable voices in music," said Chris Hilton, CEO of Locutio Voice Technologies, the company behind VoiceSkins.com. "We are thrilled to have Snoop's VoiceSkin available for use on devices made by TomTom, the world's leading navigation solutions provider. The Snoop Dogg TomTom celebrity voice is the perfect in-car soundtrack."

Snoop's VoiceSkin is available for download from November 30th for \$12.95, for users of TomTom GPS systems. The Snoop 'Points of Interest' file is downloadable for \$1.00. The additional sounds file retails for \$1.00. All are available exclusively from www.VoiceSkins.com.

About VoiceSkins.com & Locutio Voice Technologies

Founded in Winchester, United Kingdom in 2004, Locutio Voice Technologies is the world's premier developer of real celebrity and branded licensed voice content for in-car GPS. 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 is the destination site for licensed real celebrity GPS voices for TomTom. Currently offering for sale the original Homer Simpson voice, as recorded by Dan Castellaneta, and the voice of Snoop Dogg, more high-profile premium branded celebrity voice content is set to be launched

throughout 2010.

See VoiceSkins.com and Locutio.co.uk for more details.

About Snoop Dogg

After bursting on the scene in 1992, Snoop Dogg was crowned the king of the West Coast and single handedly put Long Beach on the map in terms of hip-hop. His gritty lyrics and unmatched charisma made him a superstar but nobody could have guessed back then that his appeal would soon be widespread. Snoop will always be recognized and loved by all ages – from grandmothers to grandchildren and everyone in between. After 17 years, Snoop has not only maintained his relevance but he has done so without changing who he is – a rare feat for most celebrities who constantly have to reinvent themselves to stay on top. True stars never lose their luster – and if history is any indication to go by, Snoop is here to stay. His 10th studio album *Malice 'N' Wonderland* hits stores December 8th 2009.