



TomTom GOOOOOOOOOOOOAL!!!

~Catch football fever with the special edition TomTom GO 720 'Soccer Promo'~

Amsterdam, 14 April 2008. To get into the spirit of the European Championship in Austria and Switzerland this summer, TomTom is introducing its special TomTom GO 720 'Soccer Promo'. With this, football fans can submerge themselves into the championship, without having to worry about finding the fastest way to the football stadium or arriving at the pub in time for the kick-off!

The special edition TomTom GO 720 'Soccer Promo' includes a TomTom GO 720 (T) device and a free T-Shirt in the colours of the country you support can be obtained from the special TomTom soccer website: www.tomtom-promo.com. To further personalize the navigation experience, users can also download a free 'Champion Pack' including TeleAtlas European Cup POIs showing all locations of European Championship football stadiums in Austria and Switzerland as well outdoor screens in more than 50 European cities*. In addition, a range of fun downloadable content has been made available so drivers can get in the mood well before the championship starts. With sound-a-like football voices, car symbols in different team colours, football start-up images and national anthem ring tones, any journey will become more fun this season.

TomTom GO 720 'Soccer Promo' is available in shops across <<your country>> until the end of June and has a recommended retail price of Euro.

The special 'Champion Pack' POI's and content are available at the end of April, and can easily be downloaded via TomTom HOME – TomTom's free desktop software.

** Locations of giant screens are available in the Netherlands, Germany, France, Spain, Portugal and Italy*