

## Tele Atlas places2protect Launches to Deliver High Quality Digital Map Content for Mission-Critical Applications and Organizations

New product delivers detailed institutional data to facilitate emergency response and disaster preparedness

San Diego, ESRI International User Conference, June 18, 2007 — Tele Atlas (FSE: TA6, EUNV: TA), a leading global provider of digital maps and dynamic content for navigation and location based solutions, announced the availability of Tele Atlas places2protect, a premium product providing highly accurate location-based and property information on emergency medical services and critical access facilities and institutions, including hospitals, schools, daycare centers and government offices. Leveraging Tele Atlas places2protect, federal, state and local governments and commercial enterprises such as insurance and utility companies can integrate accurate location information into their mission-critical, map-based applications.

Tele Atlas places2protect provides relevant information for government officials, emergency planners and private companies developing emergency management applications or managing utility or pipeline assets. The product helps provide instant location and feature data for planning and preparedness and delivers up-to-date institution and location information. With Tele Atlas places2protect, detailed location information is accurately positioned on the map using Tele Atlas' proprietary Address Points database, which is designed to pinpoint street addresses to a specific physical building, site or parcel.

The availability of Tele Atlasplaces2protect further strengthens Tele Atlas' leadership position in the emergency services sector. Today, over 90 percent of E911 calls in the United States are routed with Tele Atlas data, systems which handle over 200 million calls for assistance annually\*; 41 of the 50 states manage their critical infrastructure services using Tele Atlas data; and the vast majority of public safety agencies use commercial data relying on Tele Atlas.

Tele Atlas places2protect is available for partner application developers and device manufacturers in a range of public sector and enterprise markets. The launch of the product follows an announcement earlier this year regarding an agreement to incorporate MCH GeoPoints' institutional data within Tele Atlas' digital maps and points of interest (POI) products. Tele Atlas places2protect key features include:

- Complete and accurate location data for 21 different types of institutions in all 50 states;
- Extensive attribution needed to identify places at risk; and
- Information based on proven data collection methods and updating and quality assurance standards and practices.

"Whether guiding emergency response teams or driving economic planning, accurate location-based information is at the heart of public safety applications," said John Cassidy, vice president, government and GIS markets, Tele Atlas. "We are committed to delivering highly accurate digital maps to our enterprise and public service partners, and continually adding information that helps them develop vital navigation solutions."

The Pennsylvania Geospatial Technologies Office (GTO) is one state office currently leveraging Tele Atlas digital maps to help ensure public safety. In 2006, the GTO made a strategic decision to purchase MCH GeoPoint's places2protect Homeland Security datasets to support homeland security, public safety and mutual aid in Pennsylvania. Combined with

the Commonwealth's Tele Atlas ONE digital map enterprise license, government agencies and first responders are able to display statewide base maps that include critically important location data.

"The GTO provides this important resource to all Commonwealth government and first responder agencies for their daily use and for emergency response purposes to help create a statewide Common Operating View (COV)," said Jim Knudson, deputy CIO, GTO. "Our public safety business requirements called for these features and many of them didn't exist in state agencies or we didn't have statewide coverage. By utilizing Tele Atlas map data and the location-based information for critical access facilities, the COV filled an important public safety and emergency response data need for the Commonwealth."

Tele Atlas/places2protect will be demonstrated at the ESRI International User Conference in San Diego, June 18-22, in the Tele Atlas booth (#1307).

#### About Tele Atlas

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). The information is the foundation for a wide range of personal and in-car navigation systems and mobile and Internet map applications that help users find the people, places, products, and services they need, wherever they are. The company also works with business partners who trust its digital map data to deliver critical applications for emergency, business, fleet, and infrastructure services. Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The company was founded in 1984 and today has approximately 2,400 full-time staff and contract cartographers at offices in 24 countries and uses a sophisticated network of professional drivers, mobile mapping vans, and more than 50,000 data resources to deliver highly accurate and up-to-date digital maps. Tele Atlas is listed on the Frankfurt Stock Exchange (TA6) and on Euronext Amsterdam (TA). For more information, visit [www.teleatlas.com](http://www.teleatlas.com).

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\*According to Intrado Inc., 2006