

Benefon launches "TWIG", their new brand and navigation services, powered by Navteq mapping
BENEFON-NAVTEQ JOINT PRESS RELEASE FOR 9th February at 3pm
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Salo, Finland, 9.2.2006 - Benefon who has partnered with NAVTEQ, will launch at the 2006 3GSM Congress Barcelona its new brand and personal navigation device.

The new brand TWIG is part of Benefon's strategy to enter the fast growing consumer navigation market. TWIG is simple, memorable, distinctive, inoffensive and also Global. TWIG brand naturally links people to people and people to places.

TWIG Discovery, the new Benefon handset is a fully integrated GPS / GSM device offering full turn by turn navigation without the need for separate GPS modules. The first truly personal navigation device that can be taken anywhere and offer best in class navigation. All NAVTEQ mapping is on-board providing 'Street Level' detail and 'Points of Interest'.

Unique to Discovery is the TWIG Key: Easy to use, 'One-Click' and TWIG starts navigating! TWIG remembers your location! TWIG will take you home!

TWIG Discovery empowers everyone to enjoy navigation anywhere. No longer is full professional satellite navigation limited to in-car users. Brilliant TFT color display for vivid 2D and 3D navigation, supported by voice prompted turn by turn instructions.

"We are determined to offer best in class personal navigation", says Jonathan Bate, Benefon's CEO, "Our choice of working with NAVTEQ ensures that Benefon's customers will benefit from the best quality mapping available. Being a fully integrated device also means that the consumer can have the benefits of navigation outside of in-car solutions".

"Benefon's selection of NAVTEQ maps validates our commitment to delivering the highest quality map data via a rigorous build and maintenance process" says Serge Bussat, Vice President & General Manager Consumer Application Europe for NAVTEQ. "TWIG Discovery users benefit as they can find necessary information that facilitates their travel, wherever they are and whenever they need it".

Responsive to what mobile users demand today, TWIG Navigation is bound to become one of the most user friendly navigation platforms thanks to its wide range of services. At launch Discovery will offer 'TWIG Finder' an easy way to locate and navigate to any other Discovery user. Simply request their location and follow the navigate instructions to find them.

Navigate. Communicate. Locate

Benefon's new brand and device will be exhibited at 3GSM: Hall 1, stand D124.

Product Demos and meeting with Benefon's Executives will take place on February 14th, 2006 at 12 noon until 2 pm at Navteq's suite at Boria Restaurant, El Poble Espanyol (Spanish Town), adjacent to 3GSM Exhibition grounds.

TWIG Launch Party : February 14th, 2006, Hotel Arts nightclub "CATWALK", cocktails at 19.30, party from 21.30 until early hours.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 1,900 employees located in 131 offices in 23 countries. NAVTEQ is a trademark in the U.S. and other countries. All rights reserved. www.navteq.com

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About BENEFON

Benefon is the leader in GSM/GPS mobile telematics terminals and solutions. Headquartered in Salo, Finland, Benefon has designed and manufactured terminals since 1989.

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