

FOR IMMEDIATE RELEASE

Editorial Contacts:

Stella Smith

NAVTEQ

Tel: 312-894-7614

e-M: stella.smith@navteq.com

Bob Richter

for NAVTEQ

Tel: 212-802-8588

e-M: bob@richtermedia.com

NAVTEQ Awards Enterprise Reseller Agreement to Vlamis Software Solutions, Inc.
Provides support for the first Oracle-based Business Intelligence Solution with Integrated Mapping

Chicago – July 20, 2010– NAVTEQ, the leading global provider of maps, traffic and location data enabling navigation, location-based services and mobile advertising around the world, announced today that it has established a reseller agreement with Vlamis Software Solutions, Inc., a premier US consulting firm with a focus on Oracle-based Business Intelligence and Data Warehousing solutions.

As an authorized NAVTEQ Enterprise reseller, Vlamis will include NAVTEQ® map data and content as a key component to Oracle-based Business Intelligence Solutions which provide a platform for delivering a full range of analytic and reporting capabilities to support better business decision making. Vlamis Software Solutions, Inc. has specialized in delivering Oracle-based business intelligence, analytics, and data warehousing systems for more than 18 years.

“With the launch of Oracle Business Intelligence 11g, creating visually-attractive and functional maps with geographic drill-down, color coding, and spatial analysis as a pre-integrated component has never been easier.” stated Dan Vlamis, president, Vlamis Software Solutions. “The bundling of the NAVTEQ® map delivered in Oracle Data Format along with Oracle-based Business Intelligence solutions provides our customers with a set of industry-leading data and tools to give them a competitive edge.”

As one of the leaders in Oracle-based Business Intelligence, Vlamis has performed more than 200 successful implementations of Oracle software solutions at major corporations and

government agencies. Vlamis specializes in Business Intelligence components including OLAP, data mining, Oracle Spatial, Essbase, and multi-dimensional modeling.

“We are embarking on an exciting frontier, where corporations are now enabled with the tools and solutions to support better business decision-making. Accurate, high-quality digital map data is critical for businesses to understand their customers and key performance indicators as they relate to location.” commented Roy Kolstad, vice president, Enterprise Americas, NAVTEQ. “Working with Vlamis Software Solutions, Inc. to deliver our digital map data to turn-key Oracle solutions is part of our strategy to help businesses uncover the hidden value of location.”

About NAVTEQ

NAVTEQ is the leading global provider of maps, traffic and location data (digital location content) enabling navigation, location-based services and mobile advertising around the world. NAVTEQ supplies comprehensive digital location content to power automotive navigation systems, portable and wireless devices, Internet-based mapping applications and government and business solutions. The Chicago-based company was founded in 1985 and has approximately 4700 employees located in 204 offices in 46 countries.

NAVTEQ is a trademark in the U.S. and other countries. All rights reserved.

Oracle and Java are registered trademarks of Oracle and/or its affiliates.

###