



PRESS RELEASE

The French Competition Authority orders Google to restore NAVX's Adwords account

Paris, June 30th, 2010. Navx, a French corporation based near Paris, announced today that the French Competition Authority has made preliminary finding that Google conducted itself with lack of transparency and discrimination by brutally terminating its Adwords contract. The Authority ordered Google to restore NAVX's Adwords account within 5 days.

Google had terminated its Adwords contract with NAVX in November 2009 without prior notice, and since then refused to display Navx's advertisements. Google had argued that NAVX's speedcam location service violated Adwords' policy, even if such a service is fully legal in France.

In its landmark decision, the French Competition Authority grants Navx interim measures, demanding that Google reactivate Navx's advertisements within 5 days, and clarify the conditions of the Adwords service within 4 months.

The French Competition Authority ruling is a breakthrough for all Internet players, as it recognizes the existence of keyword advertising market, a market where Google might hold a dominant position.

«This is a major victory for all companies selling products and services on the Internet, and potentially victim of such a behaviour », says Jean Cherbonnier, CEO of Navx. « From now on, all companies should be treated fairly by Google ».

About NAVX

Established in 2005, NAVX is a publisher and provider of geolocalized content and services for GPS as well as Smartphones. Its platform of services provides in real time regularly up-dated information such as the location of speedcams, fuel prices, tourist and restaurant guides. The content provided by NAVX is available in Europe and the USA. The services of NAVX are accessible from the web site www.navx.com and are compatible with the major players in the navigation industry. NAVX also develops iPhone applications such as Snapigo, Essence Eco, Parking Dispo, and "I in the city". For more information please visit: www.navx.info.

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