

Miles Ahead sign agreement with Nordic bingo provider

Miles Ahead Ltd, a subsidiary of the stock listed Aspiro group, announces today the signature of a final agreement with an undisclosed Nordic bingo provider as the first partner in its white labelled Next Bingo Network. A free commercial trial of the service is planned before the end of 2009. The agreement is based on a revenue share model, where the agreement's worth will be dependant on use of the service.

Miles Ahead, based in Malta and owned by the leading mobile service provider Aspiro, is an innovative gambling technology company, providing ground-breaking gaming products for commercial gaming operators, network carriers, charitable organizations and media companies. Its portfolio includes a wide range of popular and well-known casino games, a highly advanced poker platform and a flexible bingo system.

Next Bingo Network is the new white labelled bingo network from Miles Ahead, offering the players a new, revolutionary turbo bingo game, in addition to original 75- and 90-ball multiplayer bingo. All services include chat and community functionalities, and are accessible from browsers and through a wide range of mobile devices. Next Bingo Network is currently in a closed beta test period. The first commercial release is planned by 1st quarter 2010.

- Signing this deal with a major land based bingo provider shows that Miles Ahead's technology is cutting edge within this market, says Gunnar Sellæg, CEO of Aspiro.

This information is mandatory for Aspiro AB (publ) to publish pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instruments Trading Act. This information was submitted for publication at 8:30 p.m. on 28 September 2009.

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Aspiro in Brief

Aspiro is the market leader in mobile entertainment in the Northern European region. Using Aspiro's services, users can watch TV, listen to music and play games on their mobile phones. Aspiro's subsidiary Rubberduck has a world leading mobile-TV solution. Aspiro is also one of the leading players in mobile marketing and mobile solutions in the Nordic countries. Services are delivered to companies such as Telenor, TeliaSonera, Tele2, 3, NRK, BBC and Fox Movies. Aspiro was incorporated in 1998 and is a small-cap company listed on the Nasdaq OMX Stock Exchange in Stockholm. In 2008, Aspiro's sales were SEK 426 m and the company has some 140 employees. The head office is in Sweden with local presence in Norway, Sweden, Finland, Denmark, Estonia, Latvia, Lithuania and the US.