

## Aspiro delivers SMS services to Canadian Microcell

***Aspiro signs an agreement with Canadian Microcell i5 regarding the delivery of SMS-based services at an order value of MSEK 3.2.***

Aspiro is pleased to announce an agreement with Microcell i5 Inc., a subsidiary of Microcell Telecommunications Inc. (TSE: MTI.B; Nasdaq: MICT), a provider of Personal Communications Services (PCS) in Canada. Microcell i5 integrates content, applications and transaction services to deliver carrier-grade mobile Internet solutions to wireless network operators including its affiliated company, Microcell Solutions.

The agreement, which includes delivery and hosting of SMS-based mobile services at an order value of at least MSEK 3,2 (~300 000 USD), constitutes Aspiro's largest order to date in the Canadian market. The two-year agreement is non-exclusive.

Aspiro's interactive SMS applications will be incorporated into Microcell i5's present platform, some of which will be customized to serve i5's specific needs and requests. Hosting and maintenance of the services will be handled by Aspiro's hosting facilities in Karlskrona, Sweden.

*"We chose Aspiro because of their extensive portfolio of attractive mobile services, which will contribute to making Microcell's offer unique in Canada,"* says François-Charles Sirois, President and Chief Operating Officer, Microcell i5.

*"We really look forward to the cooperation with Microcell, one of the most innovative Canadian providers of PCS. I see the agreement as a significant breakthrough in the Canadian market,"* says Lena Wittbjer, Chief Executive Officer, Aspiro.

### **For more information, please contact:**

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### **About Aspiro**

Aspiro offers mobile telecom operators, portals, companies and organizations a wide range of attractive services designed to meet the individual's need for information, entertainment and communication via mobile media. The company's vision is to create the leading global department store for mobile services.

Founded in 1998, Aspiro is today an important player in the global mobile Internet market. 136 people currently work for the company, which has offices in Sweden, Luxembourg and USA. Aspiro's business concept, organization and operations are based on many years of experience gained in the mobile telecommunications and IT sectors.

For more information about Aspiro, please visit the website at [www.aspiro.com](http://www.aspiro.com)

### **About Microcell**

Microcell Telecommunications Inc. is a leading Canadian provider of PCS. Microcell has six operating subsidiaries: Microcell Connexions Inc., which operates the Company's PCS network on a wholesale basis; Microcell Solutions Inc., which markets PCS under the Fido® brand name; Microcell Labs Inc., which carries out research and development in PCS applications; Microcell Capital II Inc., a venture company operating in the PCS sector; Microcell i5 Inc., which develops mobile Internet services; and Inukshuk Internet Inc., which intends to deploy a cross-Canada high-speed fixed wireless access network based on Internet Protocol.

Microcell Telecommunications has been a public company since October 15, 1997, and is a member of the TSE 300, TSE 200 and S&P/TSE Canadian MidCap indices. Microcell's head office is located in Montréal. The Company employs more than 2,600 people across Canada.

For more information about Microcell, please visit: [www.microcell.ca](http://www.microcell.ca)

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