

## Telecom Italia launches Aspiro services.

***During the fall, Aspiro has installed 20 entertainment services on Telecom Italia Mobile's (TIM) Internet portal for mobile services, i-TIM. TIM will commercially launch i-TIM during November to their 21 million subscribers. The agreement between TIM and Aspiro initially runs for one year and is estimated to generate at least 200 000 euro.***

The agreement with Aspiro, which was press released on August 15th, means that 20 Aspiro entertainment services will be available to TIM's subscribers as from November this year. Examples of services are Personality Test, Cocktail Recipes, Hang Man and Dream Symbols. The major part of part of the services are SMS-based.

The contract, which initially runs for one year, is a pure revenue share agreement. It is estimated to generate at least 200 000 euro over the period based on the large underlying subscriber base and the existing numbers of SMS messages being derived from SMS applications in the Italian market today. TIM will be the exclusive provider of all 20 services in Italy.

*"We are extremely pleased to add TIM to our list of customers. Not only are they one of the largest operators in the world, they are also at the very frontline of mobile Internet developments,"* says Lena Wittbjer, CEO of Aspiro.

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### **About Aspiro**

Aspiro offers mobile teleoperators, 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. 67 people currently work for the company, which has offices in Sweden 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)