

Press release

June 3, 2004

Halebop launches new WAP portal – Halebop GoGo

Halebop is now launching a new version of its operator-independent WAP portal. The new portal, called Halebop GoGo, offers visitors a range of attractive and entertaining mobile services under a user-friendly menu. Halebop GoGo has a simple user interface with more and faster services. A few examples are ring tones, games, video clips from Sweden's Hultsfred Rock Festival and a collection of links.

Halebop GoGo is open to people with a WAP/GPRS-enabled mobile handset, regardless of the mobile operator they use. With GPRS activated on a prepaid card/subscription, the WAP portal will be faster and better.

"Halebop GoGo makes it both easy and fun to start using mobile services," says Kent Jonsson, head of Halebop. "Halebop GoGo also further strengthens our offerings for prepaid cards. Our prepaid card customers can log onto wap.halebop.se and easily access services on their mobile phone, such as e-mail and 'My SMS', a personal inbox for incoming SMS messages."

Visitors to Halebop GoGo will be given a special offer in connection with the launch of the new portal. During the period June 7- August 22, all visitors ordering their first service through Halebop GoGo will receive it free of charge. This is a one-time offer per person.

During the summer resellers in different locations in Sweden will start to sell mobile phones preconfigured with Halebop GoGo – handsets that are preset for using the mobile Internet.

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Halebop is the largest mobile portal in Sweden. The www.halebop.se portal features a number of services that can be used directly on mobile phones. The services at the portal can be used by anyone, regardless of the operator they use, or the mobile handset they have – all function just as well with each. Halebop also offers the Halebop prepaid card with very attractive prices and many new possibilities to communicate with friends.