

Gunnar Sellæg to Be Aspiro's CEO from 1 March

Aspiro's Board of Directors decided today to appoint Gunnar Sellæg as Aspiro AB's Chief Executive Officer from 1 March 2007. Mr. Sellæg has headed up Aspiro's operational business since December. He succeeds Johan Lenander, who will return to his position as a Board member.

Mr. Sellæg was hired by Aspiro in late August last year, and appointed COO in December to head up operational business. Before joining Aspiro, Mr. Sellæg was CEO of Aftenposten Multimedia of Norway. In this position, he was responsible for some of Norway's most significant and successful Web initiatives such as E24, Aftenposten.no, Golf.no and Forbruker.no.

Mr. Sellæg succeeds Johan Lenander, who has been Aspiro's CEO since May 2005. Mr. Lenander will return to his position as a Board member. Mr. Lenander has been on Aspiro's board since 2002, and provided the impetus behind the company's turnaround and robust growth subsequently.

"Johan has succeeded in building Aspiro from sales of less than SEK 4 m in the first quarter 2003 to quarterly sales of over SEK 100 m today, with healthy profit margins," commented Erik Mitteregger, an Aspiro Board member, "we're delighted that Johan will continue to contribute to Aspiro's progress in his role as a Board member."

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About Aspiro

Aspiro is the Nordic market leader in the distribution of mobile content services. Aspiro's services enable consumers to watch TV on their mobiles, listen to music, socialize in communities, play games, etc. Sales are through partnerships with mobile operators and media corporations, through proprietary web and wap pages and advertising, mainly in print media, through brands like Inpoc, Cellus, Mobilehits and Boomi. Aspiro was incorporated in 1998, and is a small-cap company listed on the Nordiska Börsen marketplace in Stockholm. In 2006, Aspiro generated revenues of SEK 448 m, and currently has an employee headcount of some 130. Aspiro is headquartered in Sweden, with market office presences in Norway, Sweden, Finland, Denmark, Estonia, Latvia and Lithuania.