

**Press release
2000-08-01**



Aspiro to deliver mobile internet services to Netherlands-based Simple Mobile Solutions

Aspiro announces today the signing of an agreement to deliver and host mobile Internet services for Simple Mobile Solutions, the first independent provider of SMS and WAP services in The Netherlands, targeted at young people and B2B. The agreement covers the Aspiro applications Icons, Ring Tones, Electronic Postcards and the Aspiro International SMS Network.

Simple Mobile Solutions, which models itself for the entertainment sector on the vastly successful Japanese mobile provider, NTT DoCoMo, will launch the services in the Netherlands and Belgium at the end of the summer. They will expand Simple Mobile Solutions' fast-growing array of mobile services aimed at specific target groups and communities. Simple Mobile will also use the Aspiro International Network's unique SMS message switching service to distribute the services. The SMS Network allows users to access and use the services across national borders and different mobile operator networks regardless of subscriber agreements.

"We are very pleased to introduce these applications to the Benelux market. Simple Mobile Solutions already offers a wide variety of business and entertainment services, and thanks to the Aspiro Icons, Ring Tones, Electronic Postcards and the International SMS Network they will now reach an even larger customer base, particularly young people, where the market potential is enormous" says Bruno Pagliuca, CSO, Aspiro.

"Simple Mobile Solutions always works with the best companies in their field and Aspiro's products are perfect for our younger audiences. It is estimated that 10 billion SMS messages will be sent each month in Europe by the end of the year and we intend to capture a share of this market with attractive customers services. As part of a large entertainment network, which includes a.o. ChatTV and The Internet Factory, we're are certain that the new Aspiro services will be a big hit," says Jeannette A. Deppe, CEO, Simple Mobile Solutions.

For more information, please contact:

Bruno Pagliuca, CSO, Aspiro, tel: +352 021 98 98 06

Jeannette A. Deppe, CEO, Simple Mobile Solutions, tel: +31 36 5462339

About Aspiro

Aspiro provides mobile applications and services promoting a Life in Motion using cutting-edge knowledge and technologies. Aspiro offers operators, content providers and mobile organizations a wide range of solutions, from pre-packaged portal services to industry-specific solutions.

Founded in 1998, Aspiro is today an international player in the global mobile Internet market. The Scandinavia-based company has over 180 employees and offices in Sweden, Norway, Luxembourg and USA. Aspiro's business concept, organizations and operations are based on many years of experience gained in the mobile telecommunications and IT industries.

For more information about Aspiro, please visit www.aspiro.com.

About Simple Mobile Solutions

Simple Mobile Solutions was founded by the owners of several successful companies in the Mobile and the Internet business like t for telecom, DX Communications, The Internet Factory and ChatTV– as the first Dutch independent provider of mobile services starting with SMS and WAP technologies.

Simple Mobile develops services together with national and international partners whereby Simple Mobile Solutions takes care of the consultancy and project management for content providers, and develops tailor-made marketing strategies for specific target audiences in close cooperation with clients. Simple Mobile also sets up and organizes WAP portals for companies and institutions

For more information about Simple Mobile Solutions, please visit www.simple.nl.