



FOR IMMEDIATE RELEASE

## **Melody, The Mobile Internet Company, Bolsters Marketing and International Expansion Capabilities with new Vice President**

STOCKHOLM -- 14 August, 2000 – Melody Interactive Solutions has announced the appointment of Fadi Pharaon as VP of Marketing, Business Development and International expansion. Mr. Pharaon joins Melody after serving more than four years at Ericsson where he was Director of mobile Internet marketing & sales, headquartered in Stockholm. Mr. Pharaon's latest achievements directly lead to considerable commercial success through the creation and sales of pre-packaged mobile Internet operator solutions under the Ericsson WISE™<sup>1)</sup> Program.

*"Melody's impressive achievements, such as being one of the first to offer a mobile Internet end-to-end secure solution, forms a strong foundation from which to advance as a global mobile Internet supplier," said Mr. Pharaon. "My focus will be to create innovative and profitable strategies to match the mobile Internet market's pace, and to sustain Melody on the global mobile Internet map. An important part of that will be to further strengthen our initiatives with partners and customers."*

Melody's expansion strategy is manifest in its recent acquisition of Newline Information, broadening the company's existing mobile Internet portfolio and increasing its expertise in providing wireless solutions for embedded systems. Typical applications now possible include wireless machine remote supervision and control, for example to be used with home and industrial alarm systems.

*"A successful end-user application is one that solves an existing problem with a solution that people are willing to pay for," continued Mr. Pharaon. "We will supply these solutions with our technology and those of our close partners."*

*“Attracting the greatest talent is required to build a world-class company,” said Ulf Änggård, CEO & President. “The addition of Mr. Pharaon to the Melody team proves that we are definitely on track.”*

**For more information, please contact:**

Ulf Änggård, CEO & President, Tel: +46 708 54 72 28

Fadi Pharaon, Vice President, Marketing, Business Development and International expansion, Tel: +46 708 54 72 74

**About Melody Interactive Solutions AB**

Melody Interactive Solutions is a Mobile Internet Software company headquartered in Stockholm, Sweden. Melody is committed to create Mobile Internet solutions facilitating communication between people and their networked devices. Melody is offering products such as Melody Embedded WAP Server, Melody WAP Gateway and Melody WAP Mail, targeted towards content- and service providers as well as enterprises. The company was founded in August 1998. Among the investors are Telenor Ventures A/S, Capital Group, IT-Provider and StartupFactory. Melody is a member of WAP Forum and Mobile Applications Initiative (MAI, former GPRS Applications Alliance).

For further information and press releases on Melody Interactive Solutions, please visit <http://www.melody.se>

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<sup>1)</sup> WISE™ is a registered trademark of Ericsson. WISE™ is an acronym for Wireless Internet Solutions by Ericsson.