

TietoEnator appoints Brand Director responsible for Group Market Communications and appoints advertising agency Hasan & Partners as a strategic partner

As a part in the process to strengthen and develop the image and brand of TietoEnator, and to facilitate a more focused approach to overall marketing communication activities within the group, Helen Israelson has been appointed Group Brand Director, Corporate Communications. She will report directly to Eric Österberg, Senior Vice President of Corporate Communications.

Helen Israelson joined TietoEnator in 1995 and from the merger between Tieto and Enator in 1999 and up till now, she has held the position of Vice President, Communications at Business Area Services.

Helen Israelson will immediately take over all responsibility for the corporate key market communication activities within TietoEnator. During the year 2 000 these activities will mainly focus on active building of the TietoEnator brand in co-operation with the Finnish-based strategic advertising agency Hasan & Partners which will act as TietoEnators new chosen partner in this process.

- The TietoEnator Corporate brand will, if built up systematically and on a long term basis, constitute one of our most important assets. The brand will help us to achieve success in the fast moving and dynamic marketplace that is ours. Helen Israelson has long experience and great competence in Market Communications, and I am glad that we now, through this appointment, can make even better use of this competence on the group level.

- Advertising agency Hasan & Partners is known for their excellent creative work and their strategic thinking has made an impression on us. They also have a very good understanding of all the Nordic markets and experience on working with companies like Ikea, Fazer, Arla, Telia and StoraEnso that operate on several markets, says Eric Österberg, Senior Vice President, Corporate Communications.

Hasan & Partners is Finland's second largest agency and known to be one of the most creative in the Nordic countries. The agency has handled several launches of Swedish companies in the Finnish market, for example Ikea, Arla and Scandic hotels. They have also won a great number of international advertising awards, for example the latest Grand Prix in Guldsvan, the Nordic Advertising Film Festival for ? Boxer?-film for Telia's mobile phone service.

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## TIETOENATOR CORPORATION

With a staff of 10,000 and an annual turnover of 1.2 billion euros, TietoEnator is a leading supplier of high value-added IT services in Europe. TietoEnator provides consulting, systems development and integration, operation and support, product development services for customers as well as software services. The Group has in-depth knowledge of its customers' businesses in areas such as telecommunication, banking and finance, the public sector and the forest industry.

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