



**Press release
2000-08-28**

Aspiro to deliver and host Olympic Games news application to American-based mobile portal

Aspiro, one of the leading providers of mobile applications and services, has signed an exclusive contract with an American mobile Internet portal company for the delivery of content from its Summer Olympic application. Starting September, all the Olympic results and medal lists will be available to the users of the American portal in English, French and Spanish via SMS messages.

The contract is the first Aspiro has signed with an American mobile Internet company and marks a breakthrough for Aspiro in the world's potentially biggest commercial market for mobile Internet services.

The mobile portal, with 800 000 users in America, Europe and Asia, will start offering the services in September. The service offered to their customers includes Olympic Games results and medal lists, one for each language French, Spanish and English, 24-hours a day.

AFP, who will deliver the news, will have a large staff of journalists present in Sydney this September to cover every event of the millennium's first Summer Olympic Games.

"We are presently in serious negotiations with a number of international operators regarding our applications and services and we are pleased to also enter the American market," says Lena Wittbjer, CEO of Aspiro. "We hope to be able to announce further agreements with new customers and partners in the very near future."

For further information, please contact:

Lena Wittbjer, CEO, Aspiro AB, tel: +46 40 630 03 00

About Aspiro

Aspiro provides mobile applications and services promoting 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 170 employees and offices in Sweden, Norway, Luxembourg and USA. Aspiro's business concept, organization 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.