

Press Release

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Speedy Tomato a company in its own right

Telia's mobile portal, Speedy Tomato, is now a company in its own right. During the autumn, Speedy Tomato will be launched on five markets in Europe. Its goal is to become one of Europe's leading mobile portals. The President of the company is Zeth Nyström, who was formerly Vice President and Commercial Manager for the Brazilian mobile phone company, Tess.

– We operate in one of the hottest areas at the moment, mobile Internet. As a company in our own right we can act more effectively in a rapidly-changing market, says Zeth Nyström, newly appointed President of Speedy Tomato.

In connection with the formation of the company, the management team at Speedy Tomato has been strengthened by the appointment of:

- Stephen Moore, Head of Services Development, formerly at Edgecom.
- Charlotte Larsson, Head of Finance, formerly Financial Controller at Tess and Telia AB.
- Anne Liljeroth, Head of Public Relations, formerly senior consultant at Rikta Kommunikation and within the Audumbla group.
- Johan Hall, Head of Corporate Development, with experience from Millicom, Deutsche Telecom and Telia Overseas.
- Louise von Gussich, Head of Sales and Marketing, formerly at Telenordia.
- Kerstin Thulin, Head of Human Resources, formerly at Telia Mobile International.

The Speedy Tomato services will support people in their everyday life and their relations with friends and family.

The services include personal diary and address book, e-mail direct to the mobile, individually-tailored news, ads from personally chosen companies, financial news, sports and so on.

Telia Mobile is already cooperating with various suppliers of content and technology. This guarantees high quality and will enable Telia Mobile to offer the best mobile portal on the market.

Journalists who require further information, please contact:

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