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Celltribe ready for European roll-out

Andreas Jakabffy recently joined Celltribe as VP International Operations, which will enable the company to speed up its international expansion. Andreas' main focus will be to project manage the launch of Celltribe's mobile portal in markets other than Sweden. Spain and the UK are the prime target markets in 2000, where Celltribe already has a presence through Celltribe Business Solutions.

Celltribe Mobile Services offers a range of mobile services at www.celltribe.com; from a customized "Stock Watch" and "Traffic Watch" to a daily Horoscope and Weather report, all delivered through SMS to the members' mobile phones.

"Celltribe has had an amazing start in Sweden, where competition in the mobile Internet market is tough. It will be an extremely interesting project to work on the launch in other markets, says Andreas Jakabffy."

Andreas has previously worked in Germany, Switzerland, Austria and Hungary in various, marketing, sales and management positions, most recently as CEO for ORKLA Foods' subsidiary Felix Hungaria Kft.

Celltribe is a mobile community provider based in Stockholm.

- Celltribe Mobile Services is a developer and distributor of mobile services to end-users. The services are offered through Celltribe's independent mobile portal, www.celltribe.com.
- Celltribe Business Solutions helps companies develop and implement mobile Internet strategies and solutions.
- CoTraveller provides mobility solutions to travel operators and mobile operators, www.cotraveller.com

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Please also see enclosed picture of Andreas Jakabffy.

Visit www.celltribe.com!

