

# Aspiro chosen as preferred provider for TV3 Latvia

Aspiro Mobile Solutions has signed an agreement with TV3 Latvia to become their preferred provider of gateway services, editorial and commercial user services. The first joint project will be a new interactive TV show that premieres late 2008. Aspiro Mobile Solutions is part of the stock listed Aspiro group, which is the Scandinavian market leader within mobile services.

The cooperation with TV3 Latvia, who is a part of the MTG group, is within Aspiro's new Mobile Solutions business area (previously Business Solutions). The agreement is valid for billing- and gateway services, as well as different interactive services that will be used for instance in TV programmes. Viewers can send an SMS to participate in votes, quizzes, competitions or TV chats.

In the Mobile Solutions business Aspiro cooperates with Nordic companies such as TVNorge, TV3 Norway, TV2 Norway, Svenska Dagbladet, Aftonbladet and SBS Radio AB. Local Baltic customers include community Rate.ee, MTV Baltics, newspaper Diena and Estonian radio network TRIO TSL.

*– Aspiro has local presence in all three Baltic countries and we have a market leading position within mobile services in the Baltic's. The agreement with TV3 Latvia further strengthens our Baltic position within Mobile Solutions, which is one of our most important growth areas, says Gunnar Sellæg, CEO of Aspiro.*

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Aspiro discloses the information provided herein pursuant to the Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 8.30 am on 8 October.

## Aspiro in Brief

Aspiro is the market leader in **mobile entertainment** in the Northern European region. Using Aspiro's services, users can do things like watch TV, listen to music and play games on their mobile phones. Aspiro's subsidiary Rubberduck has a world leading **mobile-TV** solution. Aspiro is also one of the leading players in **mobile marketing** and **mobile solutions** in the Nordic countries. Services are delivered to companies such as Telenor, TeliaSonera, Tele2, 3, NRK, BBC and Fox Movies. Aspiro was incorporated in 1998 and is a small-cap company listed on the OMX Stock Exchange in Stockholm. In 2007, Aspiro's sales were SEK 405 m and the company has some 150 employees. The head office is in Sweden with local presence in Norway, Sweden, Finland, Denmark, Estonia, Latvia and Lithuania.