

MOBILE MARKETING REALITY IN SWEDEN: EUROPOLITAN LAUNCHES INTERACTIVE CHRISTMAS CALENDAR

Europolitan, Sweden's leading wireless operator and Add2Phone, the leading wireless advertising technology company and eBird, a wireless concept agency, have announced that Europolitan's special mobile marketing Christmas campaign for their customers, 'Interactive Christmas Calendar' has been successfully launched with Add2Phone's SMASH (Smart Mobile Advertisement Server) software.

Europolitan launched an interactive Christmas calendar for all their customers. The service is located at Europolitan's website (<http://www.europolitan.se>). Calendar users have access to an SMS Christmas story series and they will receive special mobile service offers such as handset promotions, Christmas ring tones and picture messages on their handsets. The concept has been developed and launched in close co-operation with eBird of Sweden.

"Mobile advertising brings in a new revenue opportunity and 'call to action' for mobile operators, making new services available to the end users. The campaign is the perfect example of a well-designed content service and related product promotions packaged into a fun and entertaining Christmas experience. New business models and exciting branding opportunities create value for all parties in this market", comments Mr Eero Mertano, Executive Vice President of Add2Phone and Mr Johan Friis, Partner at eBird AB. "Europolitan, as a member of the Vodafone group, is a leader in terms of the Nordic operator technology and innovations. We are extremely proud of this customer."

Mobile promotions speed up the introduction of new value-added services and enable a sponsored content business model. Customers benefit from competitive service pricing and special offers. As a part of the Christmas calendar, Europolitan's customers receive mobile coupon offers for new handset models which are available at Europolitan Stores across Sweden.

"It has been great to see how smooth and fast this project has been executed, says Patrik Jonsson, Head of Communications, Europolitan Mobile Internet. "It is very important that an operator like us launches new services as a mobile Internet forerunner. Customers want new services, now it is possible for us to use this channel for interaction with our brand and partners", says Patrik Jonsson. "In my opinion, Add2Phone is a leader in mobile advertising. They understand this business from both the operator's and the end user's perspectives and create innovative mobile services and generate new business with their technology."

About Europolitan

Europolitan AB is a Swedish GSM operator that prioritises service and quality. The company's head office is in Karlskrona, Sweden. Europolitan is a leader in the field of technically advanced services for GSM 900/1800. The Europolitan Group, which also includes the stock market listed parent company Europolitan Holdings AB and Europolitan's fellow subsidiaries, Europolitan Stores AB, Ocom AB, Doberman AB and Mobile Relations AB, has around 1,200 employees. For more information, please visit our web site, www.europolitan.se

About Add2Phone

Add2Phone is a global forerunner wireless software technology company with its roots in the 'mobile silicon valley' of Helsinki, Finland. The company's leading-edge SMASH technology integrates wireless advertising, value-added services and mobile electronic commerce. Add2Phone provides technology, service concepts and new revenue opportunities for wireless networks operators and other value-added service providers such as wireless service and portal providers.

About eBird

eBird is an innovative explorer of the wireless landscape, shaped by the climates of Stockholm and Helsinki. The nordic startup assists its clients with the take-off and landing of new business opportunities created by the mobile revolution. eBird offers hurried customers prepackaged m-commerce concepts and professional services including m-commerce strategies, project management and success measurement.

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