

Aspiro in joint venture with Norway's largest music chain to launch music streaming service Wimp

Aspiro, listed on Nasdaq OMX Nordic Exchange, has today entered into a joint venture with Platekompaniet, which is Norway's largest retail chain within music. Together they are starting the company Kompanjong AS and will launch the music streaming service Wimp in Norway. The launch will take place this autumn.

– We are very proud and delighted to have the opportunity to launch our streaming service in Norway, together with the country's biggest player within music. Platekompaniet's skills in music and Aspiro's technology will make Kompanjong to a very strong player when Wimp is to be launched in Norway, states Gunnar Sellæg, CEO of Aspiro.

With the music service that goes under the working title Wimp you can listen to music streamed over the Internet on your computer or your mobile phone. The music is also available for download. Present are over 2.5 million songs in the repertoire. Wimp is currently being tested by several thousand users in Norway, in cooperation with Telenor and Platekompaniet.

Aspiro, Platekompaniet and Telenor have already an established partnership around music and are planning to expand this cooperation to include the music streaming service Wimp.

– It's great that Platekompaniet and Aspiro ensure that Wimp gets the best growth conditions and it is also important and gratifying for Telenor to continue as a partner. We have for several years offered download of music for mobile phones and computers. The next step, we could not take alone, and we are proud to soon be able to launch one of the best programs for streaming music, says Thang Manh Tran, responsible for music at Telenor.

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Aspiro in Brief

Aspiro is the market leader in mobile entertainment in the Northern European region. Using Aspiro's services, users can 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 Nasdaq OMX Stock Exchange in Stockholm. In 2008, Aspiro's sales were SEK 426 m and the company has some 140 employees. The head office is in Sweden with local presence in Norway, Sweden, Finland, Denmark, Estonia, Latvia, Lithuania and the US.

For more information, visit: www.aspiro.com