

Aspiro Mobile Solutions makes acquisition

Aspiro Mobile Solutions acquires Apparat AS, a Norwegian company that delivers mobile solutions to major Norwegian communities, such as Biip and Sukker.

Aspiro buys Apparat from its owner Shortcut AS and takes over the short code 2210 in Norway. Apparat AS had a turnover of about 5 MNOK in 2008 with EBITDA of approximately 0.1 MNOK. The company is a gateway supplier with different SMS solutions primarily supplied to large Norwegian communities with a focus on integration between web and mobile.

- The acquisition of Apparat strengthens our position as a gateway provider in Norway, while we see great potential in our range of services in mobile marketing, micro-payment by SMS, as well as TV- and radio services. The combination of web and mobile and the focus Apparat has fits in very well with our business and the acquisition also gives us a strong position as a supplier to online communities, says Erling Paulsen, Head of Aspiro Mobile Solutions.

- We believe Aspiro is the best partner to serve Apparat's customers, now that Shortcut aims to focus its activities on applications for the iPhone. Aspiro's broad range of services are all prerequisites for the customers to get a better overall offering in the future, says August Z. Flatby, CEO of Shortcut.

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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