

# Aspiro forms strategic partnership with mBlox

**Aspiro Mobile Solutions has signed a partnership agreement with mBlox that provides a strategic collaboration leveraging both the scale and expertise of the two companies, resulting in a strong competitive edge for mobile solutions in Northern Europe.**

mBlox is the world's largest mobile transaction network, providing mobile messaging delivery and payment for services for businesses around the world. Through its global network, mBlox enables companies to communicate with mobile subscribers on more than 600 carriers in 180 countries, millions of times each day.

“The fact that mBlox, the global market leader, chose Aspiro as a partner is a great achievement for Aspiro’s Mobile Solutions division. The agreement will contribute to expanding our future growth, and we will look forward to developing further strategic initiatives between Aspiro and mBlox, working together to increase our revenues and competitiveness” says Gunnar Sellæg, CEO of Aspiro.

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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 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 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.