

## NOVO AND ADD2PHONE TO ENTER COOPERATION IN MOBILE ADVERTISING

Novo and Add2Phone Ltd. have signed an agreement on integrating Add2Phone's SMASH (Smart Mobile Advertisement Server) as part of Novo's Mediantti Mobile Service Centre.

First of its kind in Finland, this cooperation makes it possible to implement Short Messaging Service (SMS) based mobile advertising campaigns as an outsourced service. This new service constitutes an easy and reliable way to create and manage marketing implementations requiring end-user permission. The new service is marketed to advertising and media agencies and advertisers, who can also incorporate other Novo mobile solutions and consultation services into their marketing campaigns.

"Mobile advertising constitutes one of the strongest growth areas within the mobile technologies. SMS services are currently evolving from being mere content services towards becoming commercial services which as an integral part of corporate marketing and customer strategy will create new mobile e-commerce opportunities and new revenue sources for brick-and-mortar companies", says Eero Mertano, Vice President of Add2Phone. "This cooperation and license deal with Novo Group is a significant step in the development of the mobile advertising market in Finland."

Add2Phone's Smart Mobile Advertisement Server (SMASH) is world's leading SMS-based advertising management system. It allows advertisers and content producers to provide sponsored mobile services, create mobile advertisement campaigns and direct marketing directly to mobile phones in a manner that is operator-independent. By using the SMASH service, it is possible to incorporate special features, such as SMS promotions, competitions, consumer feedback collection and mobile coupons as part of any ad campaign in a cost-effective and reliable way.

"The agreement complements Novo's mobile service range. Our aim is to provide our customers with the possibility to benefit from new technologies and innovations in the form of easily implemented service entities", says Jari Hahl, Senior Vice President at Novo.

Novo's Mediantti Service Center in Pitäjänmäki, Helsinki, supports the services of an open network, and provides a high tech environment with enhanced IT security, allowing the customers to choose from ready-made services. The service center offers its customers integration of mobile IT connections, operator-independent usage and support services, and ready-made platforms for implementing services based on WAP, for example. The services are provided over open networks, yet guaranteeing complete IT security. The other services available at Novo's Mediantti Service Center also involve consultation, ASP and hosting services.

### **The Novo Group**

*The Novo Group is one of the largest IT service providers in the Nordic countries, with its 1999 net sales of MEUR 312 and staff of more than 2,000. In Finland, Novo has a nation-wide service network. Our offices abroad are located in Estonia, the Netherlands, Germany, the UK, China and the USA.*

**Add2Phone Ltd.**

*Add2Phone is a global forerunner in wireless software technology, 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 develops new service concepts and models for wireless networks operators, advertisers and other value-added service providers such as wireless service and portal providers. Add2Phone headquarters is located in Helsinki, Finland. Add2Phone has an additional product development unit in Lappeenranta, Finland. Add2Phone sales offices and customer support centers are located in Frankfurt (Germany), London (UK), Montreal (Canada), Detroit and New York (USA). All operations in the Americas are coordinated from Boston, USA.*

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