

Miles Ahead signs up new bingo partner

Miles Ahead Ltd, a subsidiary of the stock listed Aspiro group, announces the signature of a final agreement with an undisclosed company as a new partner in their white-labeled Next Bingo Network. The agreement is based on a revenue share model, where the agreement's value will be dependent on use of the service.

“This is the second bingo partner within a few months we sign, who will join our Next Bingo Network” said Ola Akselberg, CEO of Miles Ahead. “The fully hosted turn-key solution makes it an easy choice for companies who want to enter or expand into this rapidly growing industry”.

Next Bingo Network is the white-labeled bingo network from Miles Ahead, offering players a revolutionary, new turbo bingo game, in addition to original 75- and 90-ball multiplayer bingo. All services include chat and community functionalities and are accessible from browsers and through a wide range of mobile devices.

“Combining Miles Ahead’s innovative bingo platform and the partner’s experience within promotion makes this a very promising project for Miles Ahead” ends Gunnar Sellæg, CEO of Aspiro.

The service is planned to be commercially released Q2 2010.

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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.