



PRESS RELEASE

Glocalnet launches mobile subscription and integrated services

Stockholm, Sweden-March 1, 2001 - Glocalnet announces today the launch of mobile subscriptions for the residential market and with this introduction adds yet another communication service to the existing offering of fixed telephony and Internet. Customers will now receive single billing for these services.

The mobile subscription is directed mainly to the residential market and offers Sweden's lowest minute price (SEK 0.30/min.), Sweden's lowest SMS price for residential customers (SEK 1.30/message) and a complete subscription that includes supplementary services such as voice mail. Through collaboration with Europolitan, Glocalnet offers access to Sweden's best mobile network according to the most recently publicised survey in Mobil magazine.

"Glocalnet stands for simplicity and this shows itself both in our low prices and in our simple price structure that customers can understand and adapt their mobile usage to. On top of this, we offer subscriptions without any fixed terms of contract", says Mattias Libell, Marketing and Sales Director for Glocalnet.

As the first operator in Sweden, Glocalnet is now able to offer a complete integrated package of communication services.

"Residential customers can't understand why they receive one bill for each service from the same operator. We can now offer a solution to this. Glocalnet's customers will receive one invoice for all services, an integrated customer service and a personal self-service portal where they are able to configure their services such as e-mail addresses, home pages and supplementary services as well as follow costs", concludes Mattias Libell.

Mobile subscriptions will be launched today via Glocalnet's web site. A larger campaign targeted primarily at existing telephony and Internet customers will begin within short.

For more information, please contact:

Mattias Libell

Marketing and Sales Director

Glocalnet AB

Box 6896

Västmannagatan 44 A

SE-113 86 Stockholm

Sweden

Tel: +46 (0)8 566 34 100

Fax: +46 (0)8 566 34 141

Mob: +46 (0)709 479 173

E-mail: info@glocalnet.com

Website: www.glocalnet.se



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Box 6896

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