

# Peter Tonstad new Head of Aspiro Mobile Solutions

Aspiro has appointed Peter Tonstad as Head of business area Mobile Solutions, starting from 1 of October 2010 the latest. Tonstad will be part of the management group of Aspiro AB. Tonstad comes from the position as CEO of web consultancy company Tarantell AS and has over 10 years experience from leading positions in IT and media.

*"I am delighted that Peter Tonstad accepted the position as Head of Mobile Solutions. Tonstad has deep expertise and broad experience in B2B business, which will be important in developing Mobile Solutions further",* says Gunnar Sellæg, CEO of Aspiro.

Aspiro considers Mobile Solutions a business unit with huge growth potential, especially in micro-payments and also in CRM, customer communication, mobile ticketing and mobile marketing solutions. Peter Tonstad will as head of the field focus on further developing the company in these areas. The company has customers and employees in the Nordic and Baltic countries.

*"I have worked in various roles with mobile solutions and mobile content for ten years. Mobile solutions have never been so relevant and the potential has never been greater. Aspiro Mobile Solutions is among the absolute leaders in the field in northern Europe and has an impressive customer list of media companies and brands. I am really looking forward to contributing to a continued positive development for the company along with the Aspiro team",* said Tonstad.

Peter Tonstad has previously been director of B2B and international activities in Edda Media/Mecom, and previously head of business development in Dagens Næringsliv Nye Medier AS, where he was leading the development of their Internet services. Tonstad also has experience from directorships in a number of companies such as Edda Digital AB, Netsprint, Newsdesk, Smartcom and Mobiento. Prior to DN Nye Medier, Tonstad worked with B2B-solutions for Thomson Financial in London and Reuters in Norway. Tonstad is 38 years old and has economic and financial education from the Norwegian School of Management.

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## Aspiro in Brief

Aspiro has a unique position as the world's only provider of both streaming music and TV services delivered as a complete white label service to partners. As the market leader in mobile entertainment in the Northern European region, Aspiro utilize over ten years mobile technology and retail experience, delivering its premium services to companies worldwide including T-Mobile, Telefónica O2, Telenor, 3, TeliaSonera, BBC, Thumbplay, Aftonbladet, mBlox, TVNorge, Entel and VG. Aspiro is listed on the Nasdaq OMX Stock Exchange in Stockholm, with local presence in all Nordic and Baltic countries and the US. 2009 sales were SEK 441 m and the company has some 140 employees.