

Press release
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SAS chief is new Chairman of the Board at Melody Interactive Solutions

Melody Interactive Solutions, the Swedish provider of wireless enablers and applications, has appointed Claes Broström, Senior Vice President and CIO at SAS, as Chairman of Melody's board, which also includes Carl Bildt. Claes Broström brings with him a great deal of experience in IT and business development from his time at Ericsson Infocom Systems. His expertise will prove very useful indeed given that Melody's business development is concentrated on sector and customer-specific solutions.

“There is enormous potential for Melody Interactive Solutions within the Mobile Internet services sector. The company has smart products that can be used now, in addition to a strong development department. Melody is a company at the very forefront when it comes to products and services for the Mobile Internet. I shall contribute to the exciting development of Melody with my knowledge of IT and business development”, says Claes Broström.

Claes Broström is exceptionally experienced in telecoms and IT. He was previously Vice President at Ericsson Infocom Systems with responsibility for IT and business development. He is now a member of the SAS Management Team, where he is head of IT and business development, and responsible since September 1998 for the Information, Strategies & Processes staff function.

“We are tremendously pleased that Claes Broström is choosing to take an active role in Melody Interactive Solutions as Chairman of the Board. With his industrial experience, he will make a strong contribution to our board,” says Ulf Änggård, CEO&President at Melody Interactive Solutions.

Melody's product portfolio includes enablers and end-user services. Among the products developed by Melody is Melody Wireless Access Gateway – SMS Module, which translates WML (Wireless Markup Language) services into interactive SMS services. Other products are Melody MultiSelect, which makes it easy to call group meetings via a mobile phone, and Melody Embedded WAP Server, used for communicating with electronic devices via mobile telephones.

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Melody Interactive Solutions AB (publ) provides wireless enablers and applications to mobile operators, service providers, portals and vertical industries. Our mission is delivering practical wireless solutions that help our customers enhance their mobile business and accelerate end-user adoption of mobile services. Melody was founded in Stockholm, Sweden in August 1998 and is financed by Telenor Ventures A/S, IT Provider, StartupFactory and Capital Research Company. Melody is a member of the WAP Forum™, Mobile Applications Initiative and Bluetooth™ SIG. Further information is available at <http://www.melody.se/>.