

PRESS RELEASE

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BlueFactory services in Norway and Finland

Entertainment from BlueFactory takes root in Nordic region

BlueFactory has secured its position in the Nordic region with the launch of mobile entertainment services in Finland and Norway. With the launch, almost seven million Nordic mobile users will gain access to BlueFactory's services, including the game Hunters & Collectors.

During this fall, Swedish BlueFactory will deliver mobile entertainment to almost the entire Nordic region. Partnership agreements have been signed with both Telenor's mobile Internet portal djuice™ in Norway and the Sonera Zed mobile portal in Finland.

"Norway and Finland are very advanced in mobile entertainment and are important markets for us. Because both Sonera Zed and djuice™ are strong players, these launches are significant as we focus on consolidating BlueFactory's already strong position in the Nordic region," said Soki Choi, CEO of BlueFactory.

Sonera first off the mark

During this fall, mobile users connected to the Finnish telecommunications providers Sonera and Radiolinja will have access to BlueFactory's SMS-based game Hunters & Collectors. The service will be launched on Sonera's mobile portal Sonera Zed, which is a wholly-owned subsidiary of the Finnish telecommunications provider Sonera. The portal is Finland's largest, reaching more than 3.5 million users or approximately 90 per cent of the Finnish market.

Sonera Zed's subscribers are able to get information how to use the service at the web address www.zedaamo.com.

Telenor during this fall

Furthermore, BlueFactory will provide the services Hunters & Collectors, Flirtylizer and CelebriQuiz to Telenor's portal djuice™ during this fall. All of these services will be available for both SMS and WAP. djuice™ reaches approximately 2.3 million users in Norway and can be found at the web address www.djuice.no.

Hunters & Collectors was launched last spring via Europolitan Vodafone and can be reached by more than a million Swedes at the web address www.hantera.se

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BlueFactory

Already the market leader in Sweden, BlueFactory aims to be the leading provider of mobile interactive entertainment in Europe. BlueFactory offers wireless enabling technologies, software and entertainment applications based on existing and future technologies (SMS, WAP, WIG, WEB, KJAVA, Positioning and Bluetooth). BlueFactory currently has offices in Stockholm and Hong Kong. www.bluefactory.com

Sonera Zed Ltd

Sonera Zed Ltd is a wholly-owned subsidiary of the Finnish telecommunications group Sonera Corporation (HEX: SRA, NASDAQ: SNRA, <http://www.sonera.com>). Established in 1999, zed(tm) provides personalised information, communication and entertainment services for mobile devices.

Zed helps its customers by developing services which put content into a context appropriate to customers' lifestyles in an easy-to-use format, both in text messaging and WAP services. The market for mobile value added services, mobile marketing and m-commerce is projected to grow to US\$3.5bn in revenues in Western Europe in 2004 (source: Ovum Wireless Portals 2000). Zed targets specific groups of users such as youth and busy professionals with time and location specific content and services.

As its technical platform is designed specifically for the mobile environment, zed is well placed to exploit application and service developments such as location-based services and radio network technology developments such as GPRS and UMTS. Zed runs data centres in Finland, Germany, Netherlands, Singapore and the USA.

Further information on zed may be found under <http://www.zed.com>.

Telenor Mobile Communications

Telenor Mobile Communications (TMC) is the mobile business area of Telenor, offering voice, data, Internet, e-commerce and content services. TMC is one of the world's most advanced mobile operators with a leading position in the Norwegian market and with ownership in 15 mobile companies throughout the world. The total number of subscribers as of year end 2000 was 5,9 million - 2,3 million in Norway and 3,6 million abroad, calculated on the basis of TMC's ownership interests in each company. In Sweden, djuice will also be launched as a separate mobile subscription.

djuice(TM) is Telenor Mobile Communications' mobile Internet venture. djuice(TM) is established as an independent brand and the main portal for the mobile Internet, with content and functionality build around the interface between individual mobility and the Internet. The portal can be personalised by each customer to fit the interests of that unique customer. The goal of djuice.com is to become one of the world's leading mobile Internet portals, known for user-friendly and innovative services. Taking part in the Volvo Ocean Race by sponsoring the boat "djuice" and working with the skipper, Knut Frostad, is an inherent part of the djuice.com venture.

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