

mobilehits

Press release
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Stockholm, 29

Mobilehits signs global agreement with Ericsson

Mobilehits has signed a global sales- and distribution agreement with Ericsson. The agreement means that Ericsson will sell and market Mobilehits' mobile music services via its marketing units to mobile operators around the world.

A development agreement has been signed and included in conjunction with this agreement. This involves the companies actively stimulating the development of the music and entertainment-related content within the mobile telephony sector. As a result of this, during the second half of 2002, Mobilehits will launch music-related MMS services which will be retailed via Ericsson.

"The agreement with Ericsson, the leading supplier of end-to-end solutions for telecommunications in the world, is obviously gratifying considering the opportunities we have to jointly stimulate the use and sale of mobile services. It is also the best testimonial our platform and business strategies could have", says Robin Rutili, CEO of Mobilehits.

The agreement with Ericsson is the latest in a series of strategically important business transactions for Mobilehits. Recently, the company announced the acquisition of Melody which develops mobile Internet products and services and, last summer, the company bought the two competitors Nokiatricks and Melodyheaven, DEO's technical platform and Lumumba.com, one of the largest music and entertainment sites in Sweden.

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Mobilehits is the leading supplier of music and entertainment-related content for mobile telephones in Europe. Mobilehits has developed a unique statistics tool, "Startistics", which analyses visitors' behavioural patterns and preferences concerning music and entertainment-related content. Startistics gives mobile operators the opportunity to maximise the range of services they offer within these segments. The company offers its technical platforms and concepts to mobile operators and major media companies. Important Swedish customers include MTG, Tele2, Microsoft, and TV4.se.

Mobilehits.com is known as the leading music and entertainment portal in the Nordic region with more than 600,000 members in Sweden and about 1,100,000 members in total. Mobilehits currently operate services under its own brand in Sweden, Switzerland, the UK and Germany. The company's largest owners are Enhancer, Johan Lagerlöf, Jan Nordlund and Per Aronsson.

For further information about the company, please go to:
www.mobilehits.com

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