



Stockholm October 7, 2002

Krister Skålberg appointed CEO of BlueFactory

BlueFactory, a Sweden-based provider of mobile technology solutions, today announced the appointment of Krister Skålberg as Chief Executive Officer. Mr. Skålberg has long experience in the telecommunications industry and comes most recently from publicly held Teligent.

– I am very pleased to have recruited Mr. Skålberg to BlueFactory, says Åsa Sundberg, chairman of BlueFactory. Krister brings a vital blend of technical and business skills in the telecom sector, as well as experience in growing and scaling-up businesses.

– BlueFactory is one of the industry's most exciting companies, with deep expertise and a solid client base. I look forward to teaming up with the other employees to continue the effort to establish BlueFactory as the leading provider of mobile technology solutions, says Krister Skålberg.

The company's original products were mobile applications. Since then, BlueFactory has grown into a leading consulting and software company. The Garbo software is built on knowledge of how mobile services can be used and distributed more effectively. Today BlueFactory has reseller agreements for Garbo with, among others, Ericsson and AU-system. BlueFactory also offers consulting services to the media and the public sector, and thereby influences a greater share of the market for mobile services.

Krister holds an MSc in Engineering from the Royal Institute of Technology. He has 17 years' experience from top positions in the telecommunications industry. Previously, Mr. Skålberg was the CEO of Teligent AB and Vice President of Tele2 AB. He has also held various positions at Ericsson. Krister is 40 years old and lives with his family in Stockholm.

Krister Skålberg succeeds Lars Jehrlander, who has decided to leave the company.

For more information, please contact:

Åsa Sundberg, Chairman BlueFactory, tel +46 8 – 614 00 00; +46 70 630 72 82

Krister Skålberg, CEO BlueFactory, tel +46 8 – 553 410 00; +46 70 456 90 00

Gabriella Mannik, Head of PR and communications BlueFactory, tel +46 8 – 553 410 03; +46 708 942 932 gabriella.mannik@bluefactory.com

Press images available on: www.bluefactory.com

About BlueFactory

BlueFactory provides solutions based on mobile technology and user behaviour. *BlueFactory Systems* offer Mobile Content Provisioning Software and Enterprise Solutions, whereas *BlueFactory Studios* offer mobile consulting services helping customers to make their company or brand mobile. The company is headquartered in Stockholm, Sweden, and has offices in Hong Kong and Chicago. BlueFactory is privately held by IT Provider, T mobile Venture, Infocomm Investment and the founders. For more information, please visit www.bluefactory.com.