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Vodafone Sweden and Dagens Nyheter to collaborate
Vodafone Sweden customers will have mobile phone access to Sweden's biggest morning paper

Vodafone Sweden's customers will soon be able to read Dagens Nyheter on their mobile phones by using the company's new consumer concept, Vodafone live!. Dagens Nyheter will be supplying its services under its own brand.

Vodafone live!, which is scheduled for launch by Vodafone Sweden before Christmas, will make your mobile phone simpler and more fun to use. It offers the latest mobile communication services in colour, sound and pictures, and the package includes the market's newest camera phones. The concept is sold as part of a package where mobile phones and all other services are ready to use directly on purchase.

"We are naturally delighted that Dagens Nyheter has chosen to work with us. Dagens Nyheter is Sweden's leading morning paper, and its Internet initiatives have enjoyed tremendous success. We are convinced that there will be considerable demand from Vodafone Sweden customers in Stockholm and the rest of Sweden for access via mobile phones to Dagens Nyheter's service offering," says Göran Mannerstråle, Director of Consumer Affairs at Vodafone Sweden.

For Dagens Nyheter, the agreement with Vodafone Sweden opens up a whole new channel to its readers, as well as new income opportunities for the company's service offering.

"We want to be where our readers are. The mobile phones included in Vodafone live! are equipped with colour displays and picture capabilities, which will provide us with brand new opportunities to offer a mobile interface and content in keeping with both our newspaper and our presence on the Internet. In addition, we have come up with a very attractive form of collaboration with Vodafone Sweden that will allow us to capitalise optimally on our respective strengths," says Thomas Thorhuus, Head of New Media, at Dagens Nyheter.

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Europolitan Vodafone AB is listed on the Stockholm Stock Exchange O-list on Attract 40. The operations are conducted by Europolitan Vodafone AB and its subsidiaries, Vodafone Sverige AB and Vodafone Stores AB. The majority shareholder is Vodafone Group Plc, with 74.7 per cent of the shares, while private shareholders, investment companies and pension funds own the remaining 25.3 per cent. The Vodafone Group is the world's largest mobile network and is represented in 28 countries on five continents. It has over 229 million mobile telecoms users. Our services enhance the efficiency of companies' operations and make it simpler and more fun for people to communicate. For more information, please visit our web site at www.vodafone.se and www.vodafone.com