



Press release
Stockholm August 17th 2006

Wayfinder Systems strengthens its management team -Martin Börner Vice President Sales, Central and Eastern Europe

Wayfinder, the leading supplier of navigation products and services for mobile phones, has appointed one new member to its executive management team. Martin Börner joins as Wayfinder's Vice President Sales for Central and Eastern Europe.

Martin Börner – Vice President Sales

Martin Börner has a broad background in the telecommunications industry, where he during a 13 –year period has held a number of senior positions. His professional experience includes roles as Assistant General Manager & Director of Distribution of Motorola's Personal Communications Sector, Country Management & Global Account Director roles with Sendo Ltd, Territory Sales Manager for Central & Eastern Europe, Palm Inc and recently Director of Vodafone Commercial Relationship for Research In Motion/Blackberry.

"I'm excited to be a part of the Wayfinder team. Wayfinder has assembled a dedicated group of people who have produced an outstanding mobile navigation application and positioned the company for rapid growth. I look forward to helping Wayfinder by sharing my experience across the Central and Eastern European region. As Wayfinder's VP Sales, I will continue to focus on building strong, long-term relationships with mobile phone manufacturers, operators and end-clients focusing on the important German market", **says Martin Börner.**

For press material and more information, please contact:

Hanna Jonasson Drotz, Press Officer
Tel: +46 8 555 176 06
Mob: +46 70 144 90 20
E-mail: hanna.jonasson@wayfinder.com

About Wayfinder

Wayfinder offers map, direction and GPS navigation services accessible by mobile phone. From these basic navigation services, we provide mobile phone users with content services, including digital city guidebooks, traffic information, currency conversion and weather reports. Our clients include phone manufacturers, Sony Ericsson and Nokia, and operators such as Telenor, Telefonica and A1. The products are sold to end users throughout Europe and the USA. Wayfinder has been listed on the NGM Equity stock exchange since 21 October 2005. Wayfinder currently has about 75 employees. Our head office is in Stockholm, Sweden.