

Press Release

September 19, 2006

## **Halebop gives you the sun on your mobile**

**Before the start of the Ramadan period, Halebop is launching a new service in which customers can receive information by SMS about the time for sunrises and sunsets. The service can be ordered by everyone, regardless of the mobile operator they use.**

Ramadan is an important holy period for Muslims that begins in September and continues several weeks in October. During this time, faithful Muslims abstain from food and drink by fasting from dawn to dusk.

With Halebop's new SMS service, people can easily find out when the sun rises and sets in ten different towns and cities in Sweden. The information is provided by the Muslim Council of Sweden.

"We want to make it simpler for our Muslim customers by offering them an easy way to find out the exact time for sunrises and sunsets every day during the Ramadan period. Today, many of us use our mobile phones for a lot more than talking and this service is a fine example of how modern technology can make everyday living easier," says Tobias Lennér, Head of Halebop

### **One SMS message per day during Ramadan**

When you order the Ramadan SMS subscription, you receive one SMS message a day during the Ramadan period. The message states when the sun will set and when it will rise the next day. The service costs SEK 2 for each received SMS message. When ordering the service, only the standard SMS rate is charged.

Information about sunrises and sunsets will be provided by Halebop for the following ten Swedish towns and cities:

Eskilstuna	Gothenburg	Jönköping
Luleå	Malmö	Stockholm
Sundsvall	Umeå	Uppsala
Västerås		

#### **To order the SMS subscription for Ramadan:**

Send an SMS message to the number 72401 with the text RAMADAN START and the name of the city or town you want information for (Example: RAMADAN START STOCKHOLM).

#### **To cancel the SMS subscription for Ramadan:**

Send an SMS message to the number 72401 with the text RAMADAN STOP and the name of the city or town that you subscribed to (Example: RAMADAN STOP STOCKHOLM).

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#### **For further information please contact:**

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**Halebop** offers the Halebop prepaid card with very attractive prices and many new possibilities to communicate with friends. The [www.halebop.se](http://www.halebop.se) portal features a number of services that anyone can use directly on mobile phones. Whether SMS, WAP or GPRS, all function just as well. Halebop is part of the TeliaSonera Group.