

Press release

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CellTribe AB appoints Chairman from the Boston Consulting Group

Bengt Lidgard, senior consultant at BCG Stockholm joins CellTribe AB as Chairman.

He will actively focus on developing CellTribe's international presence through partnerships, mergers and acquisitions.

"CellTribe has a clear strategy of fast and parallel international expansion. An international network enables immediate knowledge transfer between countries as well as large economies of scale. This is essential for CellTribe to maintain it's leading position within mobile Internet in Europe, says Bengt Lidgard."

Bengt Lidgard has had a long career at BCG and has during the past few years been leader of BCG's Nordic Hi-Tech and Telecom practice. Through his work he has gained a unique experience within mobile Internet by developing:

- mobile business models and strategies for three different European operators
- telephone- and server strategies for a leading telecom equipment supplier
- business models and expansion assistance for leading pan-European Internet portal

CellTribe is a mobile community provider based in Stockholm. CellTribe Business Solutions helps companies develop and implement mobile Internet strategies and solutions. CellTribe Mobile Services offers through its portal interactive services directly to end-users.

For more information, contact

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See also www.celltribe.com