



Press Release
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Aspiro services delivered to Mobyson

Aspiro announces today the agreement of delivering and hosting mobile Internet applications to Mobyson, a new Scandinavian mobile service operator.

Mobyson, which is one of Swedish Startupfactory's portfolio companies, aims to be one of the leading actors among the new generation of mobile operators by offering mobile entertainment services to the younger generation, age 17-32.

"Among Aspiro's portfolio of mobile Internet services, we have found several which perfectly fits into our concept of offering entertainment services to the young and mobile generation. Aspiro's applications is an effective way for Mobyson to be able to offer our customers a wide assortment of services, which we do not need to host ourselves. There are good possibilities that we will order more Aspiro services in the future to launch on our entire European platform," says Jonas Kjellberg, CEO at Mobyson.

The applications and their content will be built into the Mobyson's mobile portal and hosted at Aspiro, a type of outsourcing that is increasingly growing in popularity since it allows operators and portal owners to concentrate on their core businesses.

The two year, non-exclusive deal comes close on the heels of a similar agreement signed early this year with Blu, a leading Italian GSM operator, as well as a distribution agreement with Nokia Networks OY, a subsidiary of Finnish telecoms giant Nokia.

"We are presently in serious negotiations with a number of international operators regarding our applications and services," says Lena Wittbjer, CEO of Aspiro. *"And we hope to be able to announce further agreements with new customers and partners in the very near future."*

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About Aspiro

Aspiro provides mobile applications and services promoting Life in Motion using cutting-edge knowledge and technologies. Aspiro offers operators, content providers and mobile organizations a wide range of solutions, from pre-packaged portal services to industry-specific solutions.

Aspiro is associated with several sub-suppliers, among others Massive Entertainment and Akumiitti which both delivers games- and entertainment services.

Founded in 1998, Aspiro is today an international player in the global mobile Internet market. The Scandinavia-based Company has over 170 employees and offices in Sweden, Norway, Luxembourg and USA. Aspiro's

business concept, organization and operations are based on many years of experience gained in the mobile telecommunications and IT industries.

For further information about Aspiro, please visit www.aspiro.com.

About Mobyson

Swedish Mobyson is the first mobile operator in Europe which only directs the younger generation of Europeans. Mobyson will sell mobile entertainment services via SMS and WAP. The company has already an agreement in Norway regarding access to Telenor's mobile network for telephony and will launch their services in Norway during the fall. After that, a launch in several European countries is planned. The goal of Mobyson is to become one of the leading actors among the new generation of mobile telecom operators in Europe.

Mobyson is a portfolio company within the Startupfactory group. Startupfactory is one of the first early stage, value-added investors focused on wireless communication and mobile lifestyle. The business concept is to help entrepreneurs transform high-calibre business ideas within mobile Internet into full-fledged companies, by assisting in business development, recruiting and financing. Startupfactory was founded in August 1999 and has offices in Sweden, Finland and USA.

For more information, please visit www.startupfactory.se