

Aspiro takes charge of SMS traffic for Mobile Hits

Aspiro has signed an agreement regarding the handling of all SMS traffic for Mobile Hits, a music Internet portal for mobile telephony where visitors can download ring tones via SMS message.

The agreement means that Aspiro now becomes Mobile Hits' SMS operator. Mobile Hits is a music Internet portal for mobile telephony where visitors can download the latest ring tones to their mobile phones free of charge via SMS messages. Aspiro handles the connection between Mobile Hits' Internet portal and the visitors' different GSM operators. The aim is for Aspiro to become the sole operator for Mobile Hits' SMS traffic. The agreement runs until further notice.

"The agreement with Mobile Hits demonstrates that Aspiro can offer a reliable and high standard of SMS traffic at fair prices," says Stefan Sjödin, head of Aspiro's SMS products. "Since the summer, our SMS volumes have steadily been growing, clear proof that Aspiro has succeeded in building up a competitive SMS service in a very short time."

Aspiro can provide portal owners and companies with easy access to most of the world's GSM operators via SMS. Using the SMS service, Aspiro's customers can reach mobile phone users with useful added value services such as customer service and marketing. The SMS service adds yet another dimension to m-commerce as it gives companies the opportunity to contact mobile phone users individually.

Today, Aspiro already handles a considerable share of all domestic Swedish SMS traffic. With current business volumes, Aspiro's operation center in Karlskrona is expected to handle some 100 million SMS message next year.

For more information, please contact:

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About Aspiro

Aspiro provides mobile Internet 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.

Founded in 1998, Aspiro is today an important player in the global mobile Internet market. 125 people currently work for the company, which has offices in Sweden, 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