

Press Release
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Former Swedish Prime Minister Carl Bildt takes up position as member of Melody Interactive Solutions' Board of Directors

Melody Interactive Solutions, the Swedish supplier of end-user services for the Mobile Internet, is strengthening its Board of Directors. As member of the Board, Carl Bildt will become involved in one of the most exciting and fast growing lines of business – the Mobile Internet. His previous experience and extensive network of contacts will be a valuable asset in Melody's international ventures.

“As a company, Melody is operating at the forefront of a fast growing line of business in which Sweden itself is already in a leading international position. Furthermore, Melody offers fully developed, cutting-edge products that are socially desirable, technically advanced and that have a pronounced end-user focus. Such companies are rare, and I look forward to contributing with my own experiences”, comments Carl Bildt, the UN Secretary General's Special Envoy to the Balkans.

Former Prime Minister Carl Bildt has shown a strong interest in new technology as an early adopter of e-mail and the Internet, evidenced by the electronic weekly newsletter he began distributing as early as 1995. To use his own words, the “relatively well-known conservative politician” from the Swedish Conservative Party is now joining Melody's Board where he will be making full use of his extensive network of international contacts to advise and “open doors” for the company in terms of forging contact with potential partners and customers.

“Mr Bildt has the right profile to assist Melody in the important steps that we are now taking to increase our international market presence”. He is also genuinely interested in personally exploiting the potential of these technologies and this makes him an excellent reference for our end-user services,” says Ulf Änggård, CEO & President of Melody Interactive Solutions.

Melody develops and delivers end-user services to Mobile Internet service providers. The product portfolio includes both Melody-developed services such as the Melody WAP Mail, as well as applications developed by partners. Melody Wireless Access Gateway - SMS Module makes WAP services available from ordinary GSM phones and Melody Embedded WAP Server is used for communication with other electronic devices from mobile phones.

For further information, please contact:

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Melody Interactive Solutions AB supplies end-user services to Mobile Internet operators, service providers and portal companies. Services are based on the notion of facilitating communication between individuals and with their electronic devices via mobile telephones. Melody was founded in Stockholm in August 1998 and is financed by Telenor Ventures A/S, Capital Group, IT Provider and StartupFactory. Melody is a member of the WAP Forum™, Mobile Applications Initiative and Bluetooth™ SIG. Further information is available at <http://www.melody.se/>