



PRESS RELEASE - Karlskrona 29 November 2000

Europolitan to improve Hantera

Launch of interactive Christmas calendar and WAP-enabled e-mail

Europolitan is launching an interactive advent calendar for all its customers. Calendar users can access an exciting Christmas series, as well as discount offers on mobile products, ringing tones and mobile phone graphics - all via SMS. At the same time Europolitan is improving its mobile e-mail service EuroMail and enabling customers to send and receive e-mail via Europolitan's WAP portal.

Europolitan's advent calendar is a totally new concept that combines benefits with pleasure with the help of mobile telephone interactivity. The star of the calendar is the one and only Eilert Pilarm, perhaps Sweden's best known Elvis impersonator. By opening the 'windows', Europolitan customers can follow Eilert's journey through the Swedish winter landscape on his way to his dream performance for Santa Claus on Christmas Eve. The offers included as part of the calendar are mobile telephone related and produced alongside the Europolitan Stores and Ocom chains, which specialise in mobile telephony. The calendar has been developed in collaboration with eBird and Add2Phone and can be reached at <http://julkul.europolitan.se>

"Simple services that focus on entertainment are currently in demand among mobile phone users," says Patrik Jonsson, Head of Communication at Europolitan's Mobile Internet business area. "Just as information and services relating to entertainment have been crucial to the explosive development of the Internet, we believe that many of tomorrow's mobile telephony successes will be associated with this industry. So forging links with popular brands will be crucial."

The calendar uses Add2Phone's product "SMASH" (Smart Mobile Advertisement Server), which enables operators to send content in the form of information or marketing material to mobile telephones. The solution includes both Push and Pull functionality, advanced statistical functions, monitoring and the possibility of targeting selected users with a considerable degree of precision.

As well as the launch of the calendar a new version of EuroMail is released that enables customers to send and receive e-mail via Europolitan's WAP portal as well. EuroMail was the world's first mobile Internet service when it was launched in September 1995, and it enables customers to retrieve e-mail from any computer connected to the Internet, and now even directly

from a mobile telephone with a WAP function. The user receives an SMS notification when a new message drops into the in-box, and a sophisticated filtering system enables customers to choose when they wish to receive such reminders. The settings of the filtering system can be adapted to suit the sender, day or time when the e-mail arrives.

In conjunction with the launch of the interactive advent calendar and WAP-enabled e-mail function, Europolitan is improving the appearance and navigation of Hanteras customer interface, Europolitan's web site for personalized mobile Internet services. Hantera can be reached by all Europolitan subscribers via <http://hantera.europolitan.se>.

Europolitan AB is a Swedish GSM operator that prioritises service and quality. The company's head office is in Karlskrona, Sweden. Europolitan is a leader in the field of technically advanced services for GSM 900/1800. The Europolitan Group, which also includes the stock market listed parent company Europolitan Holdings AB and Europolitan's fellow subsidiaries, Europolitan Stores AB, Ocom AB, Doberman AB and Mobile Relations AB, has around 1,200 employees. For more information, please visit our web site, www.europolitan.se.

Add2Phone is a mobile solutions software developer. The company emerged from Mobile Silicon Valley in Helsinki, Finland. Add2Phone's market-leading 'SMASH' technology integrates marketing, value-added services and mobile commerce. The company develops new service concepts and models for mobile telephony operators and other players interested in wireless services and portals.

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