

Ixonos and Blyk sign agreement on comprehensive operating services and application support

Ixonos has entered into an agreement with Blyk, the free, ad-funded mobile network for young people, on hosting and application management services. The deal covers a group of platforms, solutions and processes at the very core of Blyk's business logic. The agreement also includes a set of end-to-end business process management services. In the first phase, the agreement applies to Blyk's operations in the Netherlands.

"This agreement widens and deepens our relationship with Blyk into a new level. Our hard work and superior service attitude - during our recent co-development of state-of-the-art mobile advertising solutions for Blyk - is paying off", says **Kari Happonen**, President and CEO of Ixonos Plc.

"Our cooperation with Blyk has been very demanding, yet rewarding, as we have supported Blyk in creating new and innovative solutions to meet the needs of the developing mobile advertising space. We are proud and passionate to increase our commitment to one of the leading pioneers in this field", he continues.

"Our cooperation with Ixonos supports the success of our new, dynamic business process. We have searched for a flexible and proactive expert to partner with. Ixonos fits our needs", says Turkka Oksanen, Head of Operations at Blyk.

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About Blyk

Blyk is the free mobile network for young people funded by advertising. Blyk links young people with brands they like and gives them free texts and minutes every month. Blyk was co-founded in 2006 by Pekka Ala-Pietilä and Antti Öhrling and has offices in Helsinki, Finland; London, UK; and Amsterdam, The Netherlands. Blyk is now operating in the UK and will be live in The Netherlands in early 2009. For more information about Blyk, visit <http://about.blyk.com/>.

Ixonos operates in the ICT service market, offering its customers flexible technology consulting, project management, software development and software maintenance solutions that support their competitiveness and risk management. The Group's clientele on the international market comprises leading mobile and smartphone manufacturers, mobile network suppliers and telecom carriers. Finnish customers include finance, industry and service sector companies, as well as public administration organizations. Ixonos employs more than 900 people in Finland, Slovak Republic, Estonia and China. We are recognized for our customer orientation and responsible attitude. <http://www.ixonos.com/>
