

Aspiro recruits new Head of the Mobile Solutions business area

Mobile Solutions is a business segment in Aspiro with substantial growth potential. The market for mobile business solutions is in its early stages and the demand for this type of services is growing fast. Erling Paulsen has today been recruited as new Head of the business segment, and will take on the assignment to lead this growing business.

Erling Paulsen will be the new Head of Mobile Solutions, join the Aspiro Management Group and will be working from Oslo. Erling joins Aspiro from the position as Sales and Commercial Director and member of the management group of Elkem Solar, which produces silicon metal to the solar cell industry. Previously, he has worked as a strategy consultant and project manager at The Boston Consulting Group and he is M. Sc. of industrial economy and technology management from NTNU in Trondheim.

Erling will start his new position as Head of Mobile Solutions no later than 1 March 2009. Mads Gåsemeyr, presently Head of Mobile Solutions will become the new Head of business development in Aspiro.

– Erling has substantial strategic experience, running several successful businesses and projects. I think Erling is the right person to lead Mobile Solutions in this growth stage. Mads is responsible for business development in Aspiro. It was his job to build Mobile Solutions from the start. The organization, strategy and services are in place and separated into a business unit. Mads has done a great job and will now proceed to work with new business development projects, says Gunnar Sellæg, CEO of Aspiro.

– The mobile phone is becoming one of the most important channels for dialogue and interaction between a business and its customers and Mobile Solutions is very well positioned to deliver this type of forward-looking solutions. The market is still in its early stages and the growth potential is as big as within the solar cell industry. I look forward to working with my new colleagues to fulfil this potential in Aspiro, says Erling Paulsen.

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Aspiro discloses the information provided herein pursuant to the Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 2.30 p.m. on 3 December.

Aspiro in Brief

Aspiro is the market leader in mobile entertainment in the Northern European region. Using Aspiro's services, users can do things like watch TV, listen to music and play games on their mobile phones. Aspiro's subsidiary Rubberduck has a world leading mobile-TV solution. Aspiro is also one of the leading players in mobile marketing and mobile solutions in the Nordic countries. Services are delivered to companies such as Telenor, TeliaSonera, Tele2, 3, NRK, BBC and Fox Movies. Aspiro was incorporated in 1998 and is a small-cap company listed on the OMX Stock Exchange in Stockholm. In 2007, Aspiro's sales were SEK 405 m and the company has some 150 employees. The head office is in Sweden with local presence in Norway, Sweden, Finland, Denmark, Estonia, Latvia and Lithuania.