

# Aspiro launches mobile entertainment store for SBS Finland

**Aspiro has signed an agreement with SBS Finland regarding the delivery of a new mobile entertainment web store for the Finnish The Voice brand. Aspiro's new web store will be focusing on ring tones and other artist related services supplementing The Voice' own music offerings. The new agreement further strengthens the relations between Aspiro and SBS Media.**

Aspiro already cooperates with SBS in Sweden and Norway and delivers ring tones to their Finnish radio station Iskelmä. The collaboration is now expanded to include a new store at The Voice web site. The Voice is a large music brand in Finland, with a TV channel, radio channel and web site. The Voice is the Music Media of the year 2008, chosen by Finnish music and media professionals Industry Awards. The goal for the new web store is to focus on the hot and upcoming artists in their media. This way, the customers get a more extensive offering, where they can buy mobile products while enjoying their favourite artists at The Voice.

*– Aspiro and The Voice has similar target groups and our product offerings match their customer's needs very well. We started the cooperation with SBS Sweden in August and are happy to strengthen our relations through this new collaboration in Finland. It is also strategically important for Aspiro to broaden our positions within the music area, where youth media is a central channel, says Gunnar Sellæg, CEO of Aspiro.*

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## 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.