

Telenor and Aspiro expand collaboration in Sweden

Aspiro has signed an agreement with Telenor in Sweden regarding the sales of mobile content on the operator's mobile portals. The agreement means that Aspiro will be the main provider of ring tones, games, pictures, animations and videos to Telenor.

Aspiro already delivers music downloads to Telenor in Sweden, and has a similar agreement with Telenor in Norway. The new agreement strengthens Aspiro's position within the business segment mobile entertainment in Sweden.

Aspiro purchases and presents the content, supply sales and marketing, deliver to the customer and handle maintenance and surveillance. The extended cooperation will start today.

– We have been working to improve our positions in Sweden for a long time, and the operators are important. Aspiro is the dominant mobile entertainment player in the Nordic region and we have a complete product offering. Telenor is one of the largest operators on the Swedish market and we are very happy they have chosen to expand our collaboration, says Gunnar Sellæg, CEO of Aspiro.

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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 pm on 2 October.

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.