

Sales Gains in the First Quarter, High Growth in the Baltic States

- Net sales were SEK 99.0 m (SEK 97.1 m) in the first quarter 2008. Sales in the Baltic states grew by SEK 7.4 m (84%) year on year.
- First-quarter EBITDA was SEK 4.3 m (SEK 4.8 m). Earnings after tax for the three-month period were a deficit of SEK -2.1 m (SEK 1.9 m) and basic and diluted earnings per share were SEK -0.01 (SEK 0.01).
- Aspiro extended its collaboration with NRK Aktivum in textbased voting services.
- Aspiro extended its Swedish mobile advertising network by securing agreements with players including national daily newspaper Aftonbladet.
- Acquisition of 75% of the shares of MyMobileWorld AS, strengthening the mobile marketing segment.
- Aspiro signed a new agreement with Norwegian broadcaster TVNorge to deliver a mobile gateway and interactive mobile services.
- Aspiro's goal is to increase sales with retained profitability. The Board considers that the company will maintain its secure market positioning, with mobile TV, music, mobile games, mobile marketing and business solutions especially tracing growth in 2008.
- Additionally, Aspiro is focusing on a multinational expansion, mainly through partnerships with major operators and in mobile TV.
- Aspiro will be evaluating its strategy for the Search Services business segment. Restructuring may be an option.

Key figures	Jan-Mar 2008	Jan-Mar 2007
Net sales, MSEK	99,0	97,1
EBITDA, MSEK	4,3	4,8
Earnings after tax, MSEK	-2,1	1,9
Earnings per share, SEK	-0,01	0,01
Cash equivalents, MSEK	78,9	89,0
Cash flow from operating activities before changes in working capital, SEK m	-0,9	8,2

This information is mandatory for publication by Aspiro AB (publ) pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instruments Trading Act. This information was submitted for publication at 8:30 a.m. on 9 May 2008.

For more information, please contact:

Kristin Breivik Eldnes
Acting Communications Manager
Tel: +47 908 07 389
e-mail: kristin.eldnes@aspiro.com

Gunnar Sellæg
CEO
Tel: +47 901 81 528
e-mail: gunnar.selleg@aspiro.com

Aspiro in Brief

Aspiro creates and provides mobile entertainment, business solutions and search services, and is a market leader 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. Sales are through brands such as Inpoc, Cellus and Boomi. Aspiro was incorporated in 1998 and is a small-cap company listed on the Nordic 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 office presences in Norway, Sweden, Finland, Denmark, Estonia, Latvia and Lithuania.