

## Aspiro appoints CTO

**Aspiro has today appointed Per Einar Dybvik as new CTO. The position is part of Aspiro's management group. Per Einar is recruited internally and comes from the position as Head of Business Development.**

Per Einar Dybvik is B.Sc. from the University of Manchester and has a broad technical competence through many years of experience within the mobile industry. He has had various positions in business development, products and as a former CTO. He has been employed in Aspiro since 2005 and was in the management group through his last position as well.

- Per Einar is probably one of the most experienced in Scandinavia when it comes to mobile content services and technical matters concerning this area, says Aspiro CEO, Gunnar Sellæg.

- Aspiro is in an expansive period with new business areas within growth segments. My most important role will be to coordinate the different initiatives within the company, says Per Einar Dybvik.

### **For more information, please contact:**

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### **About Aspiro**

Aspiro creates and supplies mobile entertainment, information and community services to consumers and is the Nordic market leader. With Aspiro's services, users can watch TV, listen to music, interact in communities and enjoy games and other activities on their mobiles or the Internet. Sales are through partnerships with mobile operators and media corporations, through proprietary web and wap pages and advertising, mainly in print media, through brands like Inpoc, Cellus, Mobilehits and Boomi. Aspiro was incorporated in 1998, and is a small-cap company listed on the Nordiska Börsen marketplace in Stockholm. In 2006, Aspiro generated revenues of SEK 448 m, and currently has an employee headcount of some 130. Aspiro is headquartered in Sweden, with market office presences in Norway, Sweden, Finland, Denmark, Estonia, Latvia and Lithuania.