

Invite to the UK launch of WapOnline, the Scandinavian mobile entertainment specialist

Submitted by: Nelson Bostock Unlimited

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- MEDIA INVITE -

To the UK launch of WapOnline, the Scandinavian mobile entertainment specialist

Dates: 16th / 17th April 2002,

Venue: Peak House, 20 Eastcheap,
London, EC3 1AE

- Announcing UK operator partnerships & customer wins
- Discussing plans to raise investment for European and Asian expansion
- Using SMS technology to unlock the massive revenue potential for mobile entertainment services in the UK

WapOnline is one of the world's largest providers of SMS-based mobile entertainment and information products, providing ringtones, logos, icons, games and dating services to millions of consumers across Scandinavia, the Baltics and the US.

Founded in Finland in 1997, the company also operates in Norway, the UK, Estonia, Sweden, Denmark and the US, and is profitable in each of its markets.

WapOnline's main focus will be marketing its turnkey, white-labelled mobile entertainment service to UK media groups and other content providers, enabling them to build brand loyalty with, and generate new revenues from their customer-bases.

To schedule a one-to-one interview with Tero Borvornpotsakul, UK MD,
or to request further information,
please contact Lucy Park, Nick Clark or Rob Haslam at
Nelson Bostock,
Tel: 020 7229 4400 - Fax: 020 7792 7431,
lucy.park@nelsonbostock.com