



Blyk appoints Eric Kip as MD for the Netherlands

Amsterdam/Helsinki, 30 June 2008 – Blyk, the new mobile network for 16 to 24 year olds funded by advertising, is a step closer to launch in the Netherlands. Eric Kip (44), currently Planning Director EMEA at MediaCom, will be the Managing Director of this new company.

Blyk links young people to brands they like and gives them free minutes and text messages every month - upfront and without a contract. For brands, Blyk is an innovative media channel providing direct access to 16-24 year olds who have opted-in to the service and have provided in-depth profiles on themselves so that brands can deliver them relevant communication.

From September 2008, Eric Kip will lead this company in the Netherlands. His view on this new challenge: "Blyk is a great concept for which I have a big passion. With this new communication channel companies can perfectly reach and contact a target group that is usually hard to reach. At the same time we are offering a unique mobile communication concept to young people. I am very excited to start with Blyk and introduce the company to the Dutch youth and advertisers."

Currently, Eric Kip is Planning Director EMEA at MediaCom, where he is responsible for revenue growth and the quality of planning output of the European network. In the past he was CEO of media agency Initiative Group Netherlands, he worked as Marketing Director at Coca-Cola and held several Marketing positions at Danone and Sara Lee.

Blyk's co-founder Pekka Ala-Pietilä about the Dutch CEO: "Eric Kip has more than 20 years of experience in marketing. He has worked with many youth brands and has an excellent network with advertisers. We are convinced that with Eric on board, Blyk will succeed in becoming the new Dutch communication channel for young people.

Blyk was launched in September 2007 in the United Kingdom, where the milestone of 100,000 members was reached in April this year. Additional details on Blyk's launch in the Netherlands will be announced in the coming months.

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