



Press Release

Embargoed until 00:01am, Thursday 2nd November 2006

Launch of Blyk Heralds a New Opportunity in Mobile Advertising

Blyk, the pan-European free mobile operator for young people, funded by advertising, today announced that it will launch in the UK in mid-2007.

Co-founded by university friends Pekka Ala-Pietilä, former president of Nokia Corporation, and Antti Öhrling, Chairman and CEO of Contra Group, Blyk is a mobile media that offers brands an opportunity to directly interact and engage with young people and receive real-time feedback.

Blyk has been in development since January 2006 and is backed by individual private investors and Sofinnova Partners.

Commenting on the announcement, CEO Pekka Ala-Pietilä said "We have been talking to a number of major brands and agencies about the opportunities to reach and engage with the 16-24 year old market via Blyk. We are going public now to invite all creative marketers and advertisers to join us in shaping this exciting new channel."

Co-founder Antti Öhrling continued "Our Blyk business model brings a fresh approach to the entire industry. We've assembled an outstanding and energized team to make this innovation a reality."

ENDS

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Notes to Editors:

The Blyk management team consists of experienced professionals and serial entrepreneurs from the advertising and mobile industries. Further information can be found at about.blyk.com (live November 2nd, 2006)