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Eric Samson appointed CEO for Blyk Belgium

Helsinki, Finland 23rd September 2008 – Blyk, the free mobile network for 16-24 year olds funded by advertising, today announced the appointment of Eric Samson as CEO of Blyk Belgium.

Eric Samson will oversee Blyk's official entry into the Belgian market, expected in the first half of 2009, and will be responsible for the overall strategic direction for Blyk in Belgium. In cooperation with Blyk's Chief Operating Officer Leif Fågelstedt, Samson will also lead Blyk's day-to-day operations.

Prior to joining Blyk, Eric Samson was Managing Director of leading media agency Carat Belgium. His responsibilities included management of the agency and its more than 50 employees as well as the strategic client counsel.

Commenting on Samson's appointment, Blyk's Co-founder and global CEO Pekka Ala-Pietilä said: "Eric Samson has almost 20 years of relevant experience. His know-how within advertising and new media is an important asset and added value for an innovative company like Blyk. We are very delighted to have Eric on board."

Samson said: "Blyk is an advertising medium that is a perfect media to meet the demands of consumers; advertisers are more than ever looking to reach target groups as efficiently as possible. Reaching the 16-24 year old audience is extremely difficult with existing solutions, but Blyk's platform is based on something that young people use 24 hours a day - their mobile phone. Joining Blyk is a great challenge for me and I'm looking forward my role in making Blyk a success on the Belgian market."

On leaving Carat Belgium, Samson continued: "Carat Belgium has changed over the last two years. Together with a strong team, we evolved from a media buyer into a communication agency. This achievement differentiated us from the competition. I'm confident that these years of know-how will be a great asset to me in this very exciting career move to Blyk."

Eric Samson will take up his position as CEO of Blyk Belgium from 1st January 2009.



About Blyk

Blyk is the free mobile network for 16 -24s that's funded by advertising. Blyk links young people with brands they like and gives them free texts and minutes every month. Blyk was co-founded in 2006 by Pekka Ala-Pietilä and Antti Öhrling and has offices in Helsinki, Finland; London, UK; and Amsterdam, The Netherlands. Blyk is now operating in the UK and has announced its expansion in 2009 to The Netherlands, Belgium, Spain and Germany. For more information about Blyk, visit <http://about.blyk.com/>.

For more information or to speak directly to a Blyk spokesperson contact:

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