

Aito Technologies Press Release

Blyk awards Contract to Aito Technologies for Business-Driven CEM System

The ad-funded mobile network adopts new-generation Customer Experience Management suite that takes the complexity out of using and generating revenues from CEM

Helsinki, 13 November, 2008 – Blyk, the free mobile network for 16 to 24 year-olds funded by advertising, has signed a frame agreement with Aito Technologies, the innovative Customer Experience Management (CEM) solution provider, for the delivery and implementation of its Business-Driven CEM software product, Aito, to UK market. The award follows a successful 3-month pilot installation, which began in May.

Aito, which was quickly and easily integrated into the Blyk network, takes business intelligence from network traffic data and offers Blyk an easy-to-understand, in-depth analysis of service usage, member behaviour patterns and trends. Bringing accuracy and speed to the segmentation and profiling process, the information is given to key staff directly involved in business management – sales and marketing managers, member service teams, product managers – in a form which is easy to use and act on.

Aito is an easy-to-implement and understand tool that's truly a user-friendly method of making sure mobile subscribers are having a great network experience, at all times, whether making a voice call, sending a text or MMS, or, in the case of Blyk, receiving relevant mobile adverts with their services. The carrier-grade Aito will provide Blyk with a 360° view of the activities and overall experience of its entire subscriber base.

Timo Romppanen, Blyk Business Manager responsible for the relationship with Aito Technologies, said, "Thanks to Aito, we have moved away from static reporting of individual parameters to a fully dynamic combination of reported data from different data sources. This enables us to form a full view of customer behaviour and gives us immediate feedback on necessary changes to the network and service offering. The best part is that the user/operator interface is highly intuitive and easy to learn, and has freed resources, which used to be dedicated to the needs of business intelligence personnel."

CEO of Aito Technologies, Anssi Tauriainen, said, "Like Blyk, we know that mobile advertising is set to be one of the most important business models and revenue-generating network activities offered by operators in the future. Using a business model which embraces mobile advertising shows great foresight and we firmly believe that Blyk's operational concept will change the future of the telecoms business, and are delighted to have signed this latest contract with them."

Notes for editors**About Aito Technologies Oy – visit: www.aitotechnologies.com**

Founded in 2006 as the brainchild of a group of telecom innovators with network and software vendor, research and operator backgrounds, Aito Technologies Oy, is a developer of innovative Customer Experience Management (CEM) solutions for mobile network operators and mobile virtual network operators.

Aito's Customer Experience Management software, which incorporates Business Development and Customer Reporting functionality, simplifies the understanding of the customer experience environment for mobile operators, providing key business management stakeholders with the freshest and richest end-to-end view of their customers through clear and relevant information in an easy-to-use form, within minutes, anytime. This, in turn, enables the effective deployment and execution of proactive responses aimed at optimising service usage and customer retention. In March 2008, Aito Technologies was named a Finalist in the Red Herring 100 Europe awards, which are given annually to the top 100 private technology companies based in the EMEA Region. Aito is jointly owned by the management team, board of directors, and venture partners Creandum and Conor.

About Blyk – visit: about.blyk.com

Blyk is the free mobile network for 16 – 24s 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, with other European markets to follow.

Issued by the Corporate Communications Department of Aito Technologies Oy:**For more information, please contact:**

Anssi Tauriainen, Founder and CEO
Aito Technologies
Spektri Business Park
Metsänneidonkuja 6
02130 Espoo, Finland
Tel. +358 45 114 6200
Email: info@aitotechnologies.com

For media and analyst relations enquiries, please contact:

Tim Guest
Aito Corporate Communications at
Global Media & Analyst Relations
London, UK
Tel: +44 7956 257069
Email: timjguest@btconnect.com