



Reference: Press Release
Date: 30 January, 2008

Blyk Announces First European Expansion and New Investors Goldman Sachs and IFIC

Helsinki, Finland and London, England, 30 January, 2008 – Blyk, the new mobile network for 16-24 year olds funded by advertising, today announced its expansion to the Dutch market. Blyk will use Vodafone Netherlands as its host operator, which means that Blyk members in the Netherlands will be able to use voice, text and data services across the Vodafone network.

Blyk
Mikonkatu 17B
00100 Helsinki
Finland

info@blyk.com
about.blyk.com

Blyk's CEO and Co-founder, Pekka Ala-Pietilä said, "For advertisers Blyk is a pan-European youth medium and the Netherlands is among the three highest advertising spend per capita in Europe. It is also a key target market for those brands with international campaigns."

"From an advertising perspective, the Netherlands is also an incredibly creative and dynamic market. The deal with Vodafone ensures that we can offer the highest quality service in the Netherlands for both our members and our advertisers."

Anthony Hellegers, Director Strategy, Wholesale, Legal & Regulatory at Vodafone Netherlands said: "Last year we announced that we want to build a sustainable position in the Dutch MVNO market by offering a true partnership model and the best network quality. We are delighted that this has been



recognized and that Blyk has chosen Vodafone Netherlands for their expansion into the Netherlands.”

Blyk will launch in the Netherlands in the second half of 2008. Other European markets are under discussions and details will be released later.

In a further statement, Blyk announced new investors Goldman Sachs and Industrial and Financial Investments Company (IFIC), who will join a roster that includes Sofinnova Partners and a number of private investors.

On the investment, Ala-Pietilä commented, “We are pleased to have two new and prominent investors. It reflects great confidence in the Blyk model.”

About Blyk

Blyk is the new 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 Öhring and has offices in Helsinki, Finland and London, UK. Blyk is now operating in the UK, with other European markets to follow.

For more information, please visit www.about.blyk.com

ENDS

For further information, please contact:

International Media

Irene Nyberg, Head of Analyst Relations and International Media
Blyk, +44 (0) 7747 844 854 or irene.nyberg@blyk.com

UK Media

Karen Keany or Adam Rutherford
The PRactice, +44 (0) 207 072 4184/ 07989 429 367 or
karen@thepractice.org.uk/ adam@thepractice.org.uk