

BENEFON APPOINTS NEW STAFF TO DRIVE GLOBAL EXPANSION

Finnish wireless and GPS technology company Benefon today announced two new appointments to its executive team; Robin Halliday as Chief Financial Officer, Christopher Pay as VP of Global Sales. The appointments underscore Benefon's commitment to growing the company globally as it launches the new TWIG Discovery GPS-enabled mobile device into markets around the world.

"We are delighted to welcome on board such a wealth of talent to Benefon at such an exciting time in mobile communications," said Tomi Raita, acting CEO of Benefon. "The role of GPS technology in the wireless eco-system is set to grow considerably as a key driver of new location services. These new appointments will enhance our strategies and help us develop stronger relationships with key-customers and partners, critical to the success of TWIG in the consumer personal navigation market."

In his new role as CFO, Robin Halliday will be responsible for consolidating, growing and managing Benefon's finances. Robin brings a wealth of operational experience in high growth technology businesses which include managing and leading two successful IPOs, one on AIM, the other a full LSE listing. He has also successfully completed numerous private equity fund raisings.

"I am delighted to join Benefon at this exciting time for the company," said Robin. "With the consumer GPS market continuing to grow so rapidly, I am looking forward to contributing to the success of the TWIG brand and product range of personal navigation handsets."

As VP of Global Sales, Christopher Pay will be responsible for developing Benefon's global consumer offering to create an extensive partnership base from which to distribute the new TWIG range of handsets. Christopher will also be responsible for establishing Benefon's presence in new markets, which will involve staff recruitment and personnel management in key target territories.

Commenting on Christopher's appointment, Benefon's Chief Marketing Officer Jeremy Newing said, "Christopher brings to Benefon more than seventeen years of sales and management expertise in the North American and European markets. We're very pleased to welcome Christopher to Benefon, his enthusiasm and previous experience makes him a valuable addition to our team."

Christopher will be supported in his new role by another new team member, Geoff Iwamoto, Sales Manager for North America, whose appointment bolsters Benefon's presence in the U.S. and its overall sales.

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Tomi Raita
CEO

For more information, please contact:
Tomi Raita, CEO, tel. +358-2-77400

www.benefon.com

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