

BENEFON OYJ BULLETIN April 12, 2007 at 10:00 hrs

EX VODAFONE CEO AND EXECUTIVE DIRECTOR TO BE PROPOSED AS CHAIRMAN OF BENEFON

Benefon Oyj today announced that Peter Bamford will become Chairman of the Board of Directors, his appointment will be confirmed at the coming annual general meeting and has the support of the majority shareholders. Mr. Bamford will join Benefon to lead its strategic repositioning into the fast evolving navigation and location solutions market. Benefon's existing leading edge mobile solutions products which are expected to roll out in planned phases during the next year are designed to make it easier for consumers to use their phones for navigating, accessing location based content and information, as well as enabling the mobile advertising market place.

Mr. Bamford was most recently an executive director of Vodafone's, a role he held for eight years. In his most recent role as Vodafone's Global Chief Marketing Officer, Mr. Bamford was responsible for all marketing and commercial activities including brand, global product development and content management. Previously, Mr. Bamford was Chief Executive for Vodafone's U.K. business and regional Chief Executive of Northern Europe and of the Middle East and Africa region. At Vodafone he was also responsible for global corporate customers and the management and procurement of the global handset portfolio.

Mr. Bamford is a leader in the telecommunications industry, recognized not only for his strategic vision and enthusiasm but also for his ability to execute and his skill in building teams. Mr. Bamford also has extensive experience in leading product and service development activities.

"I believe that the shareholders will unanimously support this proposal, as the appointment of Peter Bamford will be a defining moment for Benefon" said Brian Katzen, Benefon Chairman. "Peter's involvement will enable us to continue to deliver a targeted offering with a clear focus." "Peter has a superb record of tackling very difficult and complex business challenges, understanding customer needs and utilizing new technology to produce relevant services and applications. "

"I am delighted to be joining to the Board of Directors of Benefon", stated Peter Bamford. "I am very impressed by the momentum the company is achieving and I am looking forward to the challenge of assisting Benefon as it repositions itself into the rapidly evolving mobile locations solutions market from its traditional focus on mobile hardware."

BENEFON OYJ

Tomi Raita
CEO

About Benefon

Benefon is a leader in GSM+GPS mobile telematics equipment and solutions. Professional and consumer applications include personal navigation, professional security, personal safety, field and workflow management, asset tracking, and health. Headquartered in Salo, Finland, Benefon has designed and manufactured mobile equipment for GSM and NMT cellular systems since 1988. For more information, please visit our website at www.benefon.com.