

BENEFON OYJ

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BENEFON APPOINTS FORMER OPENWAVE CONTENT & SERVICES HEAD

Benefon, a leading provider of mobile GPS navigation solutions and location based software, today announced the appointment of Simon Wilkinson as a Director. He was elected as the member of the Board in the annual general meeting April 16th, 2007. Simon will work closely with the Board in developing the Company's future strategy and also with the Management of the business to assist in the delivery of operational plans and objectives.

"Simon has a proven record of achievement in mobile applications and solutions," said Peter Bamford, Chairman of Benefon. "His leadership skills and clear market vision are valuable strategic assets. I am very pleased that he has agreed to work with us in developing the strategy for the continued rapid growth of our Company and, in particular, the expansion of our software and solutions footprint."

Simon was most recently Senior Vice President & General Manager of Content & Services of Openwave Systems, Inc., the leading provider of open software products and services for the communications industry. At Openwave Simon also held the positions of Senior Vice President & General Manager, Global Sales and Client Product Group. Until its acquisition by Openwave in 2004, he was founder and CEO of Magic4, the UK-based pioneer in the wireless messaging and value added data services space. Prior to co-founding Magic4 in 1999, he held senior international positions at Philips.

"With Simon's software experience and leadership skills, he will be an important addition to our company," added Mr. Bamford.

"Benefon holds a unique position in the industry as the world's first developer of a fully integrated GPS mobile phone," said Simon Wilkinson. "This is an exciting time to be involved with Benefon as the adoption of mobile based location services is rapidly increasing and Benefon is positioned to become the leader in this market."

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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.