

BENEFON OYJ BULLETIN June 28, 2007 at 11:00 hrs

BENEFON ANNOUNCES CHANGE TO THE BOARD

Finnish mobile communications company, Benefon, today announced a change in the role of Chairman.

The company announces that it has agreed to release Peter Bamford from his position as Chairman. The company would like to thank Mr. Bamford for his support to the company since being appointed to the role of Chairman, where his experience has proven invaluable in a period where the company has made a key acquisition and moved in a new strategic direction. Mr. Bamford, 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, assisted the company in defining its strategic roadmap. The board unanimously agrees that the company needs an Executive Chairman at this stage of its development, and acknowledges Mr. Bamford's significant time commitments elsewhere. The company wishes Mr. Bamford well and believes the value he has added to the company will prove of major significance in the months ahead.

In support of strategic initiatives and need for an Executive Chairman, the board voted Dan Harple into the newly constituted role as Executive Chairman, effective immediately. Moving forward, the Board is excited to work with digital media veteran, Dan Harple, as the company develops a new breed of applications and location-based services for consumers and commercial organizations in global markets.

Current Benefon Director and new Executive Chairman Dan Harple said, "I am grateful for Peter's insights and guidance in his leadership role at Benefon. His experience and time spent with the company was valuable and instrumental in assisting with our refined strategic initiatives. I wish Peter all the best."

About the Executive Chairman-

Prior to co-founding GeoSolutions, Mr. Harple was Founder, Chairman and CEO of Context Media, Inc., an enterprise software firm he founded in 1999. Context Media was acquired by Oracle Corporation in 2005, forming the basis for Oracle's Enterprise Content Integration platform. Previously, Mr. Harple's efforts centered on media technologies in a new company, Context Labs, which he co-founded with Todd Rundgren. Prior to this, he pioneered key Internet media and collaboration technologies as a Senior Vice President at Netscape Communications and as Founder & CEO of InSoft, which merged with Netscape in 1996. This merger introduced several "firsts" to the Internet, including the first streaming media system - Netscape Media Server; the first Internet telephony technology - Netscape Conference; and the first media developers' platform - Netscape LiveMedia. Mr. Harple and his team also spearheaded the development of Netscape LiveAudio and LiveVideo technology and the creation of several major Internet standards, including the Real-Time Streaming Protocol (RTSP). These technologies provide the foundation for the way multimedia and real-time interactive communications are utilized on the Internet and opened the door for the convergence of the Internet and traditional telephony services.

About Benefon

Benefon is a developer of location-based technologies, delivering products and services that connect people to places and networks, from work to play to home. It develops the leading geo-integration platform for mobile phone devices, personal navigation devices, web browsers, and Internet-connected devices, and provides applications and bundled ODM/OEM solutions for consumer and B2B markets, built on the convergence of location based services, social networking, search, mobile & Web 2.0 technologies. Benefon is an ISO 9001:2000 certified provider. Direct press and analyst inquiries to communications@gypsii.com in the Americas or geosentric@companycare.com in EMEA.

BENEFON OYJ

Tomi Raita
CEO