

Salo, Finland, 24.4.2006 - Benefon has appointed Mr Jeremy Newing to the position of Chief Marketing Officer. Mr Newing has over 10 years of international management experience in the mobile phone and consumer durables sectors. He was most recently the Regional Marketing Director of BenQ Mobile responsible for the visualization and implementation of the marketing strategy throughout Western Europe. Jeremy will be responsible for all marketing activities of Benefon and reports to the CEO.

Mr Simon Button has been appointed to the position of Chief Technical Officer. Mr Button has spent the last twelve years with Voxson in Australia where he was Chief Technology Officer. Voxson, one of the world leaders in the design of GSM mobile devices, specialized in hardware, mechanical and software development. Simon brings with him a wealth of experience in GSM technology and also the Asian mobile phone market. His experience will enable Benefon to develop and fully realize their new product roadmap. Simon will also report to the CEO.

Both executives have been recruited to build the new consumer brand TWIG and the planned portfolio of new personal navigation devices beginning with the TWIG Discovery.

"Jeremy will enable the implementation of our planned marketing strategy by region in accordance with our goal of capturing market share by region as defined in our marketing strategy, and Simon's main focus will be the implementation of our product road map goal over the next two years to ensure that each product is in line with market and consumer requirements. Utilizing their combined 20 years of knowledge and experience will secure the success of the TWIG brand and TWIG product portfolio", says Jonathan Bate, Benefon's CEO.

Responsive to what mobile users demand today, TWIG Navigation is bound to become the most user friendly navigation platform thanks to its wide range of services easily accessible by GPRS communications. TWIG users will also later have access to further services. At launch Discovery will offer TWIG Finder, an easy way to locate and navigate to any other Discovery user. Simply request their location and follow the navigation instructions to find them.

"These key appointments are an essential part of our overall strategic plan that we have implemented and in accordance with our disclosed strategy the next phase in our development will allow for a proper product delivery in the correct markets, combined with a strategically focused marketing plan", says Brian Katzen, Benefon's Chairman.

NOTES TO EDITORS

About Benefon

Founded in 1988 in Finland by the early GSM pioneers, BENEFON is a leader in GSM/GPS mobile telematics terminals and solutions. Benefon is now at the forefront of innovation and research in mobile telephony and GPS navigation. It is now with the birth of TWIG that BENEFON is able to truly offer the world a navigation system and a series of TWIG handsets that can be easily understood and enjoyed in both professional and leisure contexts. For more information please visit: www.benefon.com or www.twigme.com

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