

Benefon announces new brand "TWIG" and its first personal navigation handset

BENEFON OYJ

PRESS RELEASE

13th February 2006 at 9 am

Salo, Finland 13.02.2006 - Benefon today announced its new consumer brand TWIG. Benefon a leader in GPS technology since 1988 and with a heritage in the business to business enterprise LBS and Tracking market, will enter the fast growing consumer navigation market with a new portfolio of personal navigation devices. Underpinning this revised strategy will be the new consumer brand TWIG.

TWIG comes to market with the flawless promise of magic, as trackers and hunters marked their path with twigs, divining rods located water and a sorcerer's magic wand was traditionally a twig, so to navigate, locate and communicate you can use TWIG. TWIG is simple, memorable, distinctive, inoffensive and also global. TWIG brand naturally links people to people and people to places.

Along with the new brand comes a new corporate identity and Benefon imagery. The brand colours: green, limegreen and silver represent the seamless merger of nature and technology.

Jonathan Bate Benefon's CEO, goes further: "everyone understands the importance of a compelling brand, along with design these are two key factors to a products consumer acceptance and success. This is a very exciting time for Benefon as it enters the consumer navigation market"

TWIG and TWIG Product and Services are to be launched at 3GSM Congress in Barcelona on Tuesday 14th February 2006.

Navigate, Communicate, Locate - It's time for TWIG.

www.twigme.com

About Benefon

Benefon is the leader in GSM/GPS mobile telematics terminals and solutions. Headquartered in Salo, Finland, Benefon has designed and manufactured terminals since 1988. www.benefon.com

TWIG LAUNCH: EL POBLE ESPANYOL, next to 3GSM Congress Halls. Main entrance, after courtyard. Location: Boria Restaurant. Time: 12 noon until 14.00 hrs

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