

Benefon announces partnership with world renowned designer Ross Lovegrove
BENEFON OYJ

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Salo, Finland, 10th May 2006 - Benefon has commissioned leading designer Ross Lovegrove to design its future range of personal navigation devices.

London based Lovegrove has worked across a wide range of disciplines creating consumer products for the likes of Sony, Apple and Louis Vuitton. Lovegrove studied industrial design at Manchester Polytechnic and at the Royal College of Art in London and was formally the Chief Design Officer for Tag Heuer for 5 years.

"Critical to the success of Benefon's push into the personal navigation market and the building of our global TWIG brand will be consumer lead product design and innovation", told Benefon CEO Jonathan Bate. Lovegrove's distinctive and innovative approach earned him the World Technology Award for Design last November. The prize is part of an annual ceremony presented by the World Technology Network, a global think tank and elite club based in New York City, to honor the most innovative individuals and companies in science and technology. "Our role will be to drive design in a number of key product segments, creating a signature for Benefon. The common thread being the use of high quality materials and strong form factors. It's a very exciting opportunity to be part of a new global brand in the mobile navigation industry", said Lovegrove.

"It is an absolute coup for Benefon to have a designer of the caliber of Ross Lovegrove working on the design of our new devices. Ross is an innovative and visionary designer who has enjoyed enormous global success in a range of fields ", stated Brian Katzen, Benefon Chairman. The agreement includes 3 phones with 2 year exclusivity provision and an option for a further 3 phones and an additional exclusivity period of two years totaling four years.

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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