



Stockholm, January 17, 2004

## **ProMonte, the first and largest mobile operator in Montenegro, selects Appload Content Server.**

Montenegro's largest mobile carrier ProMonte has selected to commercially implement Appload's solution for over the air delivery of mobile content, the Appload Content Server (ACS). The deployment of ACS enables ProMonte to offer attractive content services, such as Java game, ringtone and picture downloads, to its customers.

By deploying ACS, ProMonte are ensured of a scalable and reliable content download solution enabling them to address the diversified content market, and at the same time ensuring a future-proof solution that can easily be extended to support additional content types and devices.

ACS enables ProMonte subscribers to use a WAP or Web browser or a text message to order and download content to personalise their mobile phone. Thanks to the diverse and flexible content presentation, ordering and download implementations of ACS, end-users are always able to find the most suitable way to select and purchase desired content and applications.

"We are excited to announce ProMonte as an ACS customer. ProMonte are now in the position to provide a feature rich and efficient content download solution to their subscribers. Appload looks forward to continue this relationship and to support ProMonte in their future needs for attractive and innovative mobile content and messaging services." said Fredrik Wångberg, Vice President Marketing and Sales of Appload.

**Appload Nordic AB** is a Swedish based company founded in 2001. The company focuses on developing state-of-the-art, wireless enabling technology and software for over the air (OTA) downloading of mobile content to mobile phones and develops, markets and sells the Appload Content Server (ACS). Appload was one of the very first companies in this arena and ACS was among the first OTA downloading servers in commercial use. The company is owned by the founder team with a minority stake held by Siemens Mobile Acceleration GmbH. For more information please visit: [www.appload.com](http://www.appload.com)

**ProMonte** is the first and the largest mobile telephony operator in Montenegro. The company is 100% owned by the Greek-Norwegian consortium ETL (European Telecom Luxembourg). ETL is the company created by joint venture of Telenor Mobile Communications AS, Wcom Investments, West South Tel and TopStar Shipping. For more information please visit: [www.promonte.com](http://www.promonte.com)