



Stockholm, April, 2003

Two new developers will strengthen the Appload product suite

April 2003 – Appload, leading provider of wireless enabling technology for **over the air (OTA) downloading of content to mobile phones**, has employed two developers to strengthen the company's product development and integration team. Together Gregory McCabe and Kevin McNamee bring over 14 years of international telecommunication software engineering experience to Appload.

Mr. McCabe previously provided design, development and training services to Deutsche Telecom, O2, Meteor, HP-Ericsson, Nokia, Telefonica, Telenor, Siemens and Motorola. Mr. McNamee has over seven years of experience in software development covering areas like database design, GSM and CDMA OSS automation systems.

Appload is very happy to welcome Gregory and Kevin on board. Their knowledge and contribution to our product portfolio will be valuable to the company. Especially as we now see an uptake in this industry and have recently closed deals with both operators and portals.

Appload Nordic AB is a Swedish based company founded in 2001. The company focuses on wireless enabling technology and software for over the air (OTA) downloading of rich 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. ACS, based on a flexible core platform, is designed to handle all necessary aspects of provisioning and billing of smart content to end-users terminals. For more information please visit: www.appload.com