



GyPSii Connects With WeFi

Mobile Social Network Joins WeFi's High Speed Mobile Internet Community

September 2nd, 2009 – Salo, Finland and Amsterdam, The Netherlands and Delaware, USA. GyPSii, the award-winning mobile social networking application (www.gypsii.com), has announced its availability across the recently launched WeFiApps (www.wefiapps.com), the first Wi-Fi powered launch pad for data-intensive mobile applications. WeFi's service locates and automatically connects mobile phone users to the best Wi-Fi connection available, wherever they are located.

Developed by GeoSentric Oyj (NASDAQ OMX: GEO1V), GyPSii is the only social network created solely to cater for today's mobile lifestyle and a generation of people who want to be socially networked on the move. Members of the WeFi community can download GyPSii free from WeFiApps, and share their life experiences in real-time, automatically "geotagging" their location with related images, comments, status updates and information.

"The GyPSii community is always connected, creating and sharing their life experiences wherever they are. These desires mirror the profile of the WeFi member and we look forward to sharing a very active community." Said Shane Lennon, SVP Marketing and Product Management at GyPSii.

WeFiApps is powered by the WeFi backbone connectivity layer, which dramatically enhances the wireless network user experience with mobile and portable devices. It provides a high performance, open and global broadband wireless network by combining a community-generated database, a smart connection manager and a dynamic Access Point/Hotspot directory. WeFi always seeks to connect users to Wi-Fi access points where Internet access has already been verified by other WeFi-enabled devices – dubbed "community-verified spots" - in a growing network of over 30 million access points recorded.

"GyPSii is ahead of the game in terms of mobile social networking. The application does more than just find friends or points of interest, it allows for creativity and sharing of lives which is of great appeal to our always connected community of users," said Amit Shaked, VP Marketing and Distribution of WeFi. "WeFiApps is the perfect platform for GyPSii, as it enables users an easy gateway to a fast and reliable mobile Internet connection."

GyPSii is already available across a wide range of mobile networks and devices. For a full list of handset availability or to download the application, go to www.gypsii.com/m or <http://www.gypsii.com.cn/m> for Chinese customers.

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About GeoSentric Oyj (GyPSii)

GeoSentric's GyPSii is the market-leading mobile digital lifestyle application and geo-mobility social networking platform: connecting people, places and communities across networks and devices. Based in Salo, Finland and Amsterdam, The Netherlands, GeoSentric operates offices in North America, Europe and Asia Pacific. GeoSentric is listed on the Nordic Exchange (NASDAQ OMX: GEO1V)). For more information, visit www.gypsii.com and www.gypsii.com.cn © 2009 GeoSentric. All rights reserved.

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About WeFi

WeFi Inc. is the creator of the world's first global open Wi-Fi network. Leveraging the power of Wi-Fi, WeFi brings wireless Internet communications to everyone, everywhere with easy-to-use downloadable software that enables automatic connection to the best Wi-Fi hotspot around. WeFi also helps to alleviate traffic away from congested cellular networks, by providing an avenue to mobile Internet via Wi-Fi that is fast and easy-to-use. WeFi is driven by a social network, whose members benefit from a fun and interactive experience, while helping to build a truly seamless global Wi-Fi network by mapping open access points in any given location worldwide. Established in February 2006, WeFi Inc. is backed by leading VC companies Lightspeed, Pitango and Gemini Ventures. The company is incorporated in Delaware, U.S. with R&D facilities in Israel. WeFi was awarded the Forum Nokia "Application of the Year – EMEA" award for 2008. For additional information on WeFi, please visit: www.wefi.com.

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