



GyPSii and NAV2 partner for the Linking of Location Data with Mobile and User Generated Content in China

22nd May, 2008, Amsterdam, The Netherlands - GyPSii, the leading geo-location and mobile social networking provider, today announced it has entered into a map licensing agreement with NAV2, a Shanghai-based provider of world class digital map data. The deal means GyPSii users will have complete access to NAV2's comprehensive China map database.

The database will play a crucial part in the roll-out of the GyPSii service across China. The licensed map database contains coverage of more than 980 cities and more than five million local points of interest (POIs), meaning users will have access to the country's most up-to-date map database and a wealth of local content relevant to the Chinese market.

GyPSii has recently boosted its infrastructure in China with the opening of a Data Centre in Shanghai and a major partnership announcement with China Unicom and Shanghai Rannuo to launch GyPSii during the 2008 Olympic Games in Beijing. GyPSii has also been made available to members of the Dopod Club, the exclusive online community for Dopod device users in China.

"Our strategy has always been to provide GyPSii users with the best possible user-experience on a local and global scale. The availability of Nav2's map database on GyPSii is proof of our commitment to enabling Chinese users to take full advantage of the unique location aspect of our application" said Dan Harple, CEO at GyPSii. "GyPSii is the first and only social networking offering of its kind available in China and our success in China to date shows our ability to scale quickly in different regions around the world."

"Location based services and social networking are the future of mobile." said George Qie, General Manager of NAV2. "We are delighted to have licensed the map database to GyPSii and allow Chinese users unrivalled access to this new mobile experience. This year's Beijing Olympic Games represent a momentous

occasion for China, and the GyPSii application will enhance the whole Olympic experience for both the Chinese public and visitors to the country. Fans, media and athletes, will now have unrivalled access to key location information and POIs throughout the event.”

Dr Carl Sun, Chairman of NAV2 added: “The China map database is a powerful resource that until now has been used purely for personal navigation, automotive navigation, and GIS and Fleet management. We are excited to be working with GyPSii and its partners across China to reach the mass consumer market and enable wide scale use of our database to facilitate social networking activities on the mobile.”

About GyPSii

GyPSii is the market-leading mobile lifestyle application, connecting people, places and communities across networks and devices. GyPSii provides a geo-location social networking platform and services for mobile, web & set-top box devices, and is headquartered in Amsterdam, The Netherlands. (www.gypsii.com).

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About NAV2

NAV2, a Shanghai-based joint venture between two mapping leaders, NavInfo and NAVTEQ, provides digital map data enabling world-class navigation, tracking, POI searching, route calculation and voice guidance for in-car navigation solutions, portable navigation devices and LBS (Location Based Services) navigation solutions, and Fleet and GIS(Geographic Information System) services for China.