



## **GyPSii Available Free via Samsung's Mobile Application Store**

***Mobile Social Network further extends distribution with Samsung***

**April 1<sup>st</sup>, 2009. Salo Finland and Amsterdam, The Netherlands:**

GeoSentric Oyj's (NASDAQ OMX: GEO1V), GyPSii business unit, developers of the award-winning GyPSii mobile social networking application ([www.gypsii.com](http://www.gypsii.com)), today announced its availability as a free download via the Samsung Mobile Applications Store - <http://applications.samsungmobile.com>.

The deal means that GyPSii's unique, location-based mobile social networking application will be available to a potential audience of millions of Samsung mobile customers via the online application store. The Samsung Mobile Applications Store was launched in January 2009 by Samsung Mobile Innovator, a program which enables mobile software developers to create applications for use across Samsung mobile devices.

"The compelling proposition of applications such as GyPSii will play a large part in the success of our online store and in turn enable people to gain maximum value and enjoyment from their Samsung devices," said Sanj Matharu, Global Relations Manager at Samsung Mobile Innovator.

"Availability across other mobile operating systems is also of great importance to us, so we look forward to working with GyPSii as we extend to Windows Mobile and other platforms in the near future."

Commenting on the deal, Shane Lennon, SVP of Marketing & Product Development at GyPSii said: "The Samsung Mobile Applications Store is another great distribution point to help GyPSii reach the millions of

Samsung device owners around the world. Free to download and use, GyPSii will help enhance and extend the value of Samsung devices while generating new revenues for all parties through highly targeted and relevant mobile advertising.”

Already pre-installed on a number of Samsung mobile devices, including the popular Innov8 and Omnia models, GyPSii members can experience a broad range of location-specific functions and mobile lifestyle services - including user generated content creation, sharing and commenting, friend finding and sharing information on nearby point of interests - contributed by friends, fellow GyPSii members and GyPSii’s third-party content partners. Members can then view it all on a map within a single easy-to-navigate user interface.

For a full list of other supported devices go to the web at [www.gypsii.com](http://www.gypsii.com) or from your phone browser at <http://gypsii.com/m>

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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](http://www.gypsii.com) and [www.gypsii.com.cn](http://www.gypsii.com.cn) © 2009 GeoSentric. All rights reserved.

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#### **About Samsung Mobile Innovator:**

Samsung Mobile Innovator is part of Samsung Telecommunication Business, and is the latest addition to the Samsung Mobile Solutions Center (MSC). MSC includes Samsung Fun Club, ([www.samsungmobile.com](http://www.samsungmobile.com)), MP3, Computer Systems, and Mobile divisions. Samsung Mobile Innovator provides developers with the tools, technical content and support they require to create applications and services which are differentiated from their competitors and that work on the Samsung open mobile platforms. It also has a strong focus on the evolution of better business opportunities for its members, by providing end-to-end sales channels and service platforms for delivering applications to mobile phone users.

Samsung Mobile Innovator is free to join, and basic (Hub) membership is open to everyone at all levels of interest in open mobile devices. In recognition of partner companies, there is also an invite-only Core membership level. Samsung Mobile Innovator can be found at <http://innovator.samsungmobile.com>

**About Samsung Electronics Co. Ltd**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$105 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of two main business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com/uk](http://www.samsung.com/uk)

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