



Samsung and GyPSii sign Multi-year Agreement for Location-Based Services and Social Networking

Salo, Finland and Amsterdam, The Netherlands July 28th, 2008. – GeoSentric Oyj's (NASDAQ OMX: GEO1V), GeoSolutions BV Business Unit (GyPSii), the market-leading mobile digital lifestyle application and geo-mobility social networking platform, today announced it has entered into a multi-year worldwide agreement with Samsung Electronics Co., LTD, a world leading provider of telecommunication network systems and handsets.

Under the terms of the agreement, GyPSii will provide technology, products, worldwide data center infrastructure, and GyPSii branding rights to Samsung, on a worldwide non-exclusive basis for a range of Samsung products. GyPSii's leading mobility digital lifestyle application will be initially be bundled on Samsung's Omnia (SGH-i900) and SGH-i780 as an embedded application. Samsung's customers will be able to take full advantage of the location-based social networking digital lifestyle features of the GyPSii suite and create and share user generated content (UGC) with GyPSii's global user community, and other interoperable social networks such as Facebook. The agreement has provisions for revenue sharing between GyPSii and Samsung, utilizing the business models enabled by GyPSii.

"This is an industry-defining event for mobile social networking and geo-location based services." said Dan Harple, CEO at GyPSii. "Our Distribution and partnership agreement with Samsung is further validation of our business model, our technology and our go-to-market distribution model. We continue to build momentum, and are rapidly giving millions of users access to GyPSii, worldwide, across an increasing array of mobile and Internet-connected devices.

He added, "This distribution and partnership agreement brings GyPSii to millions of new users, enabling us to penetrate new markets, expand our global footprint and leverage the strength of the Samsung brand to drive marketing, distribution and new revenue streams."

As the world's second largest mobile manufacturer, Samsung will provide the new GyPSii-enabled handsets on a global basis. The application will be made available to users in numerous local languages, with GyPSii providing the global infrastructure and operating platform to Samsung customers. GyPSii's PlaceRank™ technology will be utilized to deliver highly contextual and personally relevant user generated content, regional POI (points of interest) and location-targeted advertising to users.

"Social networking and location-based services on the mobile phone are now mainstream, so we looked to emerging innovators in the industry to support and deliver these value-added services," said WS Lee, Vice President of R&D, at Samsung Electronics Mobile Business.

GyPSii currently interoperates on Symbian, Windows Mobile, and BlackBerry devices, as well as the Apple iPhone, along with browser-based Internet connected devices. It can be accessed on the web at www.gypsi.com or a compatible phone's mobile browser at www.gypsi.com/m.

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. GyPSii provides a geo-location social networking platform and services for mobile and web Internet-connected 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.gypsi.com.

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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\$103.4 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of four main business units: Digital Media Business, LCD Business, Semiconductor Business, and Telecommunication Business. 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.

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