



Update once for Twitter and Facebook with new GyPSii CONNECT

*Easy-to-use service links friends, profiles and networks for easy,
all-in-one updating and content-sharing*

May 7th, 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.gypsi.com), today announced the launch of GyPSii CONNECT - a web-based service that allows GyPSii users to automatically update and share their status, newly-created places and friends in real time across other social networks such as Twitter and Facebook.

"GyPSii CONNECT gives us time to manage our lives instead of our social networks," explained Shane Lennon, SVP Marketing and Product Management at GyPSii. "It's easy to set up, use and manage, and will undoubtedly open up and help spread the GyPSii community globally. With more network connections in development, we plan to mobilize access to an open eco-system for consumers."

At launch, GyPSii CONNECT integrates with Twitter and Facebook. The company said other social networking sites would also be introduced in the coming months. Using the service, <http://www.gypsi.com/connect.cgi>, GyPSii community members can synchronise their core social networking activities directly from their GyPSii profile, including:

- Status Updates - A change of status on one of your profiles – whether on GyPSii, Facebook or a new Tweet on Twitter - will automatically update in real time across all your other networks.
- Place/ User Content Creation – Any new place that you create on GyPSii is automatically added to your profiles on other social networks. For Twitter, this means a URL within a Tweet that links directly to the GyPSii Place. In Facebook, your friends can view a thumbnail of your tagged place: they can then find out more by clicking on the thumbnail, and view it on GyPSii. Upon signing in, they are free to navigate the entire GyPSii community and create, share and connect with other GyPSii members.
- Friend Additions – let others see your latest friends who have joined you on GyPSii via GyPSii CONNECT on Twitter and Facebook.

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GyPSii members can experience mobile lifestyle services and a broad range of location-specific social networking functions - including user generated content to create and share from your phone, viewing and locating friends and their content, and sharing information on nearby points of interest, such as restaurants, bars and clubs. Content can be contributed by friends, fellow GyPSii members and GyPSii's third-party content partners, all of which is available to view on a map - within a single easy-to-use experience.

GyPSii's Business Partners – such as Samsung, LG, Nokia and China Unicom – can also take advantage of GyPSii CONNECT through OpenExperience (OEx), GyPSii's recently announced Application Programming Interface Service. OEx allows GyPSii partners to build users, content, experiences and communities of their own, which are then integrated across GyPSii and other social networks to form larger communities.

A full list of devices that support GyPSii can be found online at www.gypsii.com, or at <http://gypsii.com/m> from a mobile phone browser.

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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