



GyPSii's three steps forward

*Adds new English Java Capability
Updates Blackberry and iPhone versions
Launches in Nokia's Ovi store*

22 June, 2009 - Salo Finland and Amsterdam, The Netherlands - GeoSentric Oyj (NASDAQ OMX: GEO1V), developers of the award-winning GyPSii mobile social networking application (www.gypsi.com), today announced new availability, as well as number of updates, to enhance the application based on feedback from its member community. The company is adding Java capability in English, updating its iPhone and Blackberry applications and is also going live on Nokia's Ovi store.

"GyPSii is constantly looking for ways to improve and build upon our user experience across a wide range of devices, making it simple for people to create content and share their lives with friends, family and other members of the GyPSii community," said Shane Lennon, SVP Marketing and Product Management at GyPSii. "We see the feedback and suggestions received from our membership and the market as key to the continuous evolution of the user experience, and we have incorporated much of this into today's latest round of developments."

From today, GyPSii has added an English language version of its Java application – which was previously only available in China in local language. The English version is available for download now in the US, UK and major Western European markets at www.gypsi.com/m.

"The arrival of GyPSii on Java in other regions is a major milestone for us," said Dan Harple, Executive Chairman at GyPSii. "The Java handset community is one of the world's largest so this is a massive step forward and builds on our recent successful launches into the iPhone and Blackberry markets, while complementing our existing availability on Windows Mobile, Symbian, web and netbook devices.

"With these developments GyPSii's reach continues to broaden. Our aim is to be available on all the world's most popular devices in all the world's most popular regions," he added.

The company confirmed that GyPSii has been introduced in selected Nokia Ovi app stores. The Ovi store is now live in more than 100 countries, opening an enormous potential marketplace for GyPSii.

In addition, GyPSii has made a number of updates to the iPhone and BlackBerry applications to deliver its next generation user experience (UX). GyPSii originally launched in the Apple iTunes store last month, and this latest version is compatible with iPhone OS 3.0, offers Chinese language support and a number of other performance improvements which have been integrated. Major enhancements have also been made to the BlackBerry version, with the addition of a number of new, previously unavailable interactive features that improve the ability for members to explore and share content between friends and the wider GyPSii community.

The GyPSii application is already available across a wide range of devices, including Samsung, Nokia, LG, Apple iPhone and BlackBerry handsets. For a full list of supported devices, or to download GyPSii now, go to: www.gypsii.com/m. Chinese users should go to: www.gypsii.com.cn/m for local language support.

ENDS

NOTES TO EDITORS:

Upgrades to the GyPSii iPhone application include:

- Enhanced GyPSii experience for Places creation
- Deeper photo integration – access directly from the iPhone’s gallery into Place Creation and Profile
- 3.0 compatibility
- Chinese language localisation, with other languages launching in the near future.
- Performance enhancements

Major Enhancements to the GyPSii BlackBerry application include more interactive features that:

- Integrated flow between Places, People and Comments, so members can easily browse the GyPSii community
- Improved ability to view and share content across all features and pages
- Increased ability to comment on Places and People
- Expanded browse and search experiences
- Additional Friend Invite capabilities
- Real time sharing of Places to GyPSii and non-GyPSii members using email/SMS

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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