



China Unicom chooses GyPSii as Its iPhone's Mobile Social Networking in China

Shanghai, China, November 1, 2009 – GyPSii, developers of the award-winning GyPSii mobile social networking application (www.gypsii.com.cn), today announced its partnership with China Unicom's Shanghai Unicom to launch the new consumer focused 3G mobile lifestyle and social networking service – Unispace, for iPhone customers in China.

From today, Shanghai Unicom's iPhone customers are able to use the Unispace client on-deck on the iPhone. As part of the GyPSii community, Unispace members can immediately start to create "geotagged" content for sharing in "real-time" with friends, family and the growing global community of GyPSii members.

"GyPSii's ability to deliver an all-in-one, location-aware mobile social networking experience is proving extremely popular in China, with people using the application to create and share content, as well as connect with each other across a range of networks and devices," said Mr. Lu Dongliang, Deputy General Manager of Shanghai Unicom. "With its fast-growing community and unique, intuitive user experience, GyPSii was the natural choice as a mobile lifestyle and social networking solution partner. We expect the new Unispace offering to play an important role in driving the success of Unicom's iPhone 3G Value Added Service."

GyPSii uses the iPhone location technologies –GPS, A-GPS and cell ID – to allow Shanghai Unicom's Unispace customers to automatically tag their location with photos, video, status updates and other information, for sharing their experiences in real-time.

"After GyPSii and Unicom's successful cooperation together during the Olympics in 2008, we are delighted to deepen this important relationship and open up GyPSii to the wider community of Unicom's millions of subscribers," said Dan Harple, Executive Chairman of GyPSii. "Our goal is to provide our next generation mobile lifestyle and social networking service to one of the world's largest mobile operator, enabling its subscribers to create, share and connect with the world through GyPSii's community. Shanghai Unicom is an important and valued partner, their 3G leadership in China, coupled with GyPSii's seamless "create, share, connect" model, provides a valuable new mode of communicating for Shanghai Unicom users. We look forward to welcoming Shanghai Unicom's iPhone customers as new GyPSii users, who will use the application to connect and share their mobile lives with others. This, in turn, will help Shanghai Unicom to acquire new 3G customers, retain existing subscribers and importantly boost revenues."



The GyPSii application is already available worldwide on a wide range of platforms and devices, including Samsung, Nokia, LG, BlackBerry Smartphones, Android Phones and Java Platform Devices and on-deck on the iPhone in China and also available from China Unicom's iPhone application wo-store. (www.wo-store.net)

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, with patented technologies for the transfer and publishing of location based information between mobile 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 © 2009 GeoSentric. All rights reserved.

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About China Unicom

China Unicom (Hong Kong) Limited ("the Company") was incorporated in Hong Kong in February 2000 and was listed on the New York Stock Exchange and the Stock Exchange of Hong Kong on 21 June 2000 and 22 June 2000 respectively. On 1 June 2001, the Company was included as a constituent stock of the Hang Seng Index. On 15 October 2008, the Company merged with China Netcom Group corporation (Hong Kong) Limited.

At present, the Company is engaged in GSM cellular business in 31 provinces, municipalities and autonomous regions in China, the provision of international and domestic long distance calls, data and mobile Internet services, and other related telecommunication value-added businesses.

The Company is also a leading broadband and fixed-line telecommunications operator in the PRC and provides services in Beijing Municipality, Tianjin Municipality, Hebei Province, Henan Province, Shandong Province, Liaoning Province, Heilongjiang Province, Jilin Province, Neimenggu Autonomous Region and Shanxi Province. The Company provides fixed-line voice and value-added services, broadband and other Internet-related services, information and communications technology services, business and data communications services as well as advertising media services.

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