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IKIVO CONTINUES GLOBAL EXPANSION TO SPAIN AND ITALY

Responding to Increased Customer Demand for Ikivo's Mobile Rich Media Solutions

Stockholm, Sweden – 3rd July 2007 – Ikivo AB announces today the establishment of local representation for the Spanish and Italian markets. The appointments been made in response to significant customer demands and follow the successful launch of Mobile TV services based on Ikivo's rich media mobile solutions in both Spain and Portugal. They further Ikivo's European reach, providing dedicated local support to mobile operators, industry partners and content providers in these two very important markets.

"The increase in demand for our rich media mobile solutions that has necessitated the establishment of local representation further validates the market's acceptance of Ikivo's Enrich product family," said Magnus Zetterberg, VP Sales and Marketing. "We look forward to expanding our presence further in both the Italian and Spanish markets and indeed across Europe, providing our customers the very best in mobile rich media solutions."

The expansion into Spain and Italy follows recent office openings in Finland, the USA and Korea.

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About Ikivo AB.

Ikivo AB is instrumental in driving industry standards and in helping to shape the future of mobile rich media services worldwide. As a pioneer of software solutions for Mobile SVG, Ikivo is the leading supplier of standards based rich media solutions for mass market and OpenOS mobile phones. Its range of products, the Ikivo Enrich Product portfolio, empowers mobile device manufacturers, mobile operators and content creators to develop and deploy compelling rich media services. From content creation through to handset display, Ikivo's solutions are used to support a wide range of mobile services from Interactive Mobile TV, Mobile portals and music. Ikivo is an active member of the W3C and Khronos Group. www.ikivo.com

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