

PRESS RELEASE

First PC-to-Mobile MMS service launched by 3G operator 3 together with General Wireless

Stockholm, December 15, 2005 – General Wireless has signed a contract with 3, the leading 3G mobile operator in Scandinavia, to deliver its eMMS solution for integrating PC-based e-mail with mobile text and multimedia messaging. 3 now becomes the world's first mobile operator to offer PC users easy access to multimedia messaging, using text, voice, images and video to communicate with mobile phone users.

In cooperation with General Wireless, the mobile operator 3 today launched the 3PC Message service, enabling mobile multimedia messaging through the Microsoft Outlook and Microsoft Outlook Express e-mail clients. The service is also available using a stand alone Windows client software. The software can be downloaded from the 3 website at no cost – users are only charged for sending SMS and MMS messages.

"We anticipate rapid growth for messaging services that integrate PC and mobile users through SMS and MMS, both for professional and consumer customers," said Andreas Theorell, product manager with 3. "General Wireless has made a pioneering effort in the PC messaging market, and together we look forward to further develop this service in our markets."

"As a third-generation mobile service provider, 3 is multimedia-centric and thus the logical initial customer for our MMS solution," said Anders Hardebring, CEO, General Wireless. "We are also strong believers in 3's wide market approach, launching PC messaging services for both business and consumer customers."

In its newly released report "European Fixed Messaging Markets", Frost & Sullivan forecasts a rise in revenues from PC messaging from EUR 34.5 million in 2004 to a projected EUR 424.4 million in 2010. During the same period, the number of users is expected to increase from 490,000 to more than 12 million. According to Frost & Sullivan, General Wireless is the leading supplier in this market.

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About 3

3 delivers third-generation mobile multimedia and communications services in Sweden and Denmark. 3 Scandinavia is owned by Hutchison Whampoa (60%) and Investor AB (40%), who have solid network and industry track records worldwide. 3 services are also available in Australia, Austria, Hong Kong, Ireland, Israel, Italy and the UK. 3 also holds a WCDMA license in Norway. For more information, visit www.three.com

About General Wireless

General Wireless provides user-friendly, two-way eSMS and eMMS solutions to mobile operators for corporate and personal use. General Wireless was awarded the 2005 Frost & Sullivan Entrepreneurial Company Award for the European fixed messaging market. The company's customers include Vodafone, Orange, Telecom Italia Mobile, KPN and TeliaSonera. For more information, visit www.generalwireless.com