Djuice.com enters into agreement with Total Access Communication (TAC) in Thailand

Telenors Djuice.com and "TAC" (Total Access Communication) in Thailand have signed an ASP (Application service provider) agreement concerning the development, establishment, promotion and marketing of a mobile Internet portal for the Thai market: Djuice.co.th. Djuice.co.th provides both an English and a Thai language version, and in the local portal a large number of Wireless Application Protocol ("WAP") and Personal Digital Assistant ("PDA") links are available.

"This is the first agreement that Djuice have signed. It is the first step in creating a powerful network leveraging technology leadership and brand power on a global basis", says Arve Johansen, CEO of Telenor Mobile Communications.

The Djuice co-operation will enable TAC to launch its full function mobile portal service within this year. TAC will be able to offer global mobile portal quality with local flavours to its customers to enhance its services. Along with its network quality and abundant spectrum, TAC will be a clear leader in Mobile Internet in Thailand.

The parties have signed an ASP agreement and this is intended to be the first step towards a Joint Venture structure with Djuice.co.th, which is expected to be established as a local entity next year.

The portal has "ready to use" menus for users in different segments: youth, business and standard. TAC will define a set of content links and menu hierarchies targeted for each segment. In addition the customer can configure a "MyDjuice" version that allows a personalized menu to be created (Drag and Drop functionality offers an easy and intuitive way of adding services to the personal menu), the other services are email, calendar and search engine.

New functionalities will be added in the coming months, which will include community solutions, advanced content management, customer insights, mCommerce (Low Value Digital Content) and many others exiting new services. The local Djuice entity will create incremental revenues from the increased traffic generated due to the portal and from services and content of the portal. The Djuice network philosophy is based on a revenue-sharing model.

Djuice.com

Djuice.com is a mobile Internet portal from Telenor Mobile Communications. Djuice.com is a mobile Internet portal, established as an independent brand, with content and functionality build around the interface between individual mobility and the Internet. The portal can be personalised by each customer to fit the interests of that unique customer. The goal of djuice.com is to become one of the worlds leading mobile Internet portals, known for user-friendly and innovative services within mCommerce, games, chat, personalisation, multimedia, communities and positioning. Djuice has a strategic goal of being established in more than 20 countries within a three-year period

Djuice.com is in close partnership with leading players, including FAST, IBM/Lotus, Yahoo, Iplanet/AOL,
Adcore, Virtual Garden, Andersen Consulting, Ericsson.
The name djuice stands for digital juice and illustrates how you customise and "press" content from the Internet down through mobile terminals. Djuice.coms digital juice provides you with your own personal collection of the things that interest you completely independent of time and place.

Telenor AS
Telenor is a major European telecommunications company with investments and operations throughout the world. The company is Norways leading telecommunications company offering a full range of mobile, Internet, fixed-line, satellite, media/directory and information technology services. In 1999, Telenor had a turnover of NOK 33.5 billion (US$ 4.3 billion) and net profit of NOK 2.0 billion (US$256 million).

Norway is one of the most advanced telecommunications countries worldwide with a mobile penetration rate of approximately 70 percent. As the market leader in Norway, Telenors mobile operation had a market share of approximately 73 percent with 2,060,000 subscribers as of March 2000. Telenor has an equity interest in 16 mobile operators in 13 countries throughout the world.

Through its Nextra subsidiary, Telenor is one of Europes leading Internet related service providers offering solutions to the international business community with operations in nine countries.

Telenor Mobile Communications
Telenor Mobile Communications (TMC) is the mobile business area of Telenor, offering voice, data, Internet, e-commerce and content services. Telenor Mobile Communications is one of the worlds most advanced mobile operators with a leading position in the Norwegian market and with ownership in 16 mobile companies throughout the world. The total number of subscribers as of March 31, 2000 was approximately 10 million in companies where Telenor Mobile Communications has ownership.

Total Access Communication PCL
TAC is the second largest mobile communications operator in Thailand with approximately 1,100,000 subscribers and an approximate 45% market share as of March 31, 2000. The Company had revenues of Baht 18.17 billion (approx. US$ 480.0 million) in 1999. TAC operates a nationwide GSM 1800 and AMPS 800 network.

For additional information, please visit TACs website at www.tac.co.th

United Communication Industry PCL
UCOM is one of Thailands leading telecommunications groups and was established in 1960 as the first private Telecom Company in Thailand. The company and its subsidiaries are active in all areas of telecommunications services.

For additional information, please visit UCOMs website at www.ucom.co.th