



NEWS RELEASE

Tieto Preferred Delivery Partner for Leiki's Intelligent Recommendation and Profiling Solution

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Online advertising is taking a foothold over ad spending as compared to the traditional media and continues to grow despite the economic downturn. With ever tighter marketing budgets advertisers are especially looking to improve their return on investment with accurately targeted online marketing.

Leiki's Focus product is a solution for online and mobile media that enables contextual and behaviour-based content recommendations and targeted advertising in a unique way. With Leiki's patented targeting and recommendation technology both publishers and advertisers significantly increase value by displaying the most relevant content and offers for each consumer and context. This results in click through rates that are typically over ten times higher than in traditional online advertising.

Tieto is a leading provider of multichannel advertising solutions in the telecom and media sector with more than 150 customers in this area. Leiki Focus has been integrated with Tieto's advertising solution to provide further targeting and profiling options for Tieto's customers.

Tieto and Leiki have signed an agreement where Tieto becomes the preferred R&D, integration and hosting partner for deliveries of Leiki Focus. Tieto's expertise and global customer base in IT solutions, R&D and Managed Services for telecom and media companies support large scale deployments of Leiki solution.

"Tieto is dedicated to provide its key customers, such as mobile device manufacturers, operators, network equipment providers and media companies, with complete solutions to secure online revenues and end-user satisfaction", said Ville H. Virtanen, Director, Tieto. "Leiki's solution complements our offering for interactive consumer services, targeted advertising and user intelligence in order to drive competitive advantage for our customer base."

According to Leiki CEO Dr. Petrus Pennanen, "Leiki has been looking for a world-class delivery and sales channel partner to help us focus on further improving the product to best serve advertisers and publishers. With its huge list of references and talented international teams, Tieto is the ideal partner to bring new revenue streams and a new level of usability from Leiki Focus to customers around the world."

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Notes to Editors**About Leiki**

Leiki provides publishers and advertisers a complete solution for targeted advertising and automatic content discovery. The patented technology is based on uniquely detailed automatic content analysis and learning of the user's preferences. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list, in 2007 received the European ICT Prize and in 2008 the Media Innovation of the Year Award. Leiki's customers include Financial Times, Nokia and Sun Microsystems.

www.leiki.com.

About Tieto

Tieto is an IT service company providing IT, R&D and consulting services. With approximately 16 000 experts, we are among the leading IT service companies in Northern Europe and the global leader in selected segments. We specialize in areas where we have the deepest understanding of our customers' businesses and needs. Our superior customer centricity and Nordic expertise set us apart from our competitors.

www.tieto.com