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FOR IMMEDIATE RELEASE

### **Press-release**

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### **Speereo Software bets on Ovi Store.**

In the end of October Nokia held the press conference to report some interesting facts regarding the results of the Ovi Store work since its launch in May 2009. The event was attended by the journalists of leading IT medias and best software vendors as well. Speereo Software was represented by Daniel Ischenko, Business Development VP.

“Since this spring our applications have been on the showcase in Nokia's Ovi Store. Speereo Voice Translator had been sold even earlier, since 2008, in Ovi Store's predecessor, the Nokia Software Market, so we do have our opinion regarding the cooperation with Nokia in the field of distribution. Suffice to say that Speereo Voice Translator placed third in the list of best-selling applications in “Travel” category – with zero advertising budget! As of today, the sales are even bigger and grow steadily thanks to fast evolution of Ovi services and the corresponding advertising support from Nokia. Transparency of operations, numerous new markets, quality services – these are some of the reasons to sell your via Ovi Store”, - Daniel Ischenko, Speereo Software Business Development VP said.

A bit of statistics of . According to Nokia, Russia got into top 3 countries with 5% of Ovi users. Russia gave 10% of Ovi visitors in September. Russia also placed 6<sup>th</sup> with the number of application downloads. These figures tell that the new store is welcome in Russia and people are ready to pay for software. After all, the average application price is 80 roubles (approx. 3USD) with smartphones starting at 8000 roubles (approx. 300 USD).

Visit Ovi Store at <http://store.ovi.com/>