



Stockholm, March 23rd, 2011

## **Ironroad issues VMS License Agreement in Saudi Arabia**

**Ironroad AB (publ), the Swedish company which has developed the mobile VMS technology (Video Messaging Services), has licensed rights to the technology to a Saudi Arabian company based in Mecca. Almanakh Telecommunications Est. will be the exclusive license holder for Saudi Arabia as well as for Egypt, Kuwait, Qatar, Oman and the United Arab Emirates (UAE).**

Ironroad's projected revenues from the deal is estimated to five million Sweden Kronor over the next three months, most of which are advance payments.

– Yet another proof that our strategy of selling licenses and allowing the local companies to manage marketing and distribution has been successful, says Magnus Kniving, CEO of Iron Road AB (publ). Our product is in demand around the world and we look forward to further expansion into new markets.

### **For more information, please contact:**

Magnus Kniving, CEO  
070-778 47 11  
[magnus.kniving@ironroad.com](mailto:magnus.kniving@ironroad.com)

### **About Ironroad**

Ironroad is a Swedish company that has developed the VMS (Video Messaging Services) technology, which was fully launched in 2010. VMS is now established in 10 countries in Europe, North and South America, Asia and Africa. Ironroad has about 75 employees and offices in Sweden (headquarter), Norway, Spain, India, Indonesia and the Philippines. Our partners and clients are several global mobile operators and media companies, such as Tele2, 3 Hutchinson, TeliaSonera, Indosat and Telkomsel.

*VMS is the sequel to SMS and MMS, a simple and inexpensive way to share experiences, market and entertain through mobile phones. VMS is downloaded as an app from the App Store or Android Market.*

To learn more about Ironroad or VMS please visit [www.ironroad.com](http://www.ironroad.com)