



## Angry Bird Tom Lindblad flies Rovio nest; lands at Uros



- **Former Rovio VP joins Finland-based company as Vice President of Global Marketing and Sales**
- **Lindblad has more than 18 years' experience in the mobile and entertainment markets**

Uros, a provider of revolutionary roaming free internet services, announces the appointment of Tom Lindblad as Vice President of Global Sales and Marketing. Lindblad, who joins from Finnish entertainment media company Rovio, is responsible for developing marketing strategy and driving rapid growth of Goodspeed sales worldwide.

Lindblad has more than 18 years' experience in the mobile communications and entertainment market with expertise in coordinating and implementing pan-international marketing and sales strategies. Before joining Uros, he worked at Rovio for two years, as Vice President of Global Retail and eCommerce, heading up the strategy, development and the global launch of the Angry Birds offline and online stores. Prior to his position at Rovio, Lindblad was Vice President of Sales for leading Finnish telecommunications and ICT service provider Elisa for six years, and has worked in several senior roles at Ericsson over a six-year period.

Tom Lindblad says: *"In Goodspeed, Uros has a solution that tackles the issue of high data roaming costs for businesses and consumers. The company is perfectly positioned to become a leader in this market segment and by working with my talented global sales team I aim to build on and extend our international network of resellers, distributors and retailers and increase our market presence to drive growth and sales."*

Tommi Uhari, CEO of Uros says: *"Tom arrives with an impressive CV and his appointment shows we are committed to achieving rapid international growth. His talent and experience will be invaluable in growing business relationships on a global scale and driving sales."*

Goodspeed is a mobile Wi-Fi hotspot that delivers high speed, low cost and secure mobile internet connectivity for international travellers. Working in 28 countries across the globe, Goodspeed brings an end to high data roaming charges and bill shock, offering a transparent daily flat rate cost for users and businesses when travelling abroad.

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### **About Uros**

Uros Ltd is the provider of Goodspeed, a revolutionary solution for international Internet access. The company is headquartered in Oulu, Finland and built of a seasoned team of mobile professionals. Since the launch of Goodspeed in the autumn of 2012, Uros has rapidly expanded the service to cover Europe, Russia, China and the US with plans to build a global solution for travellers throughout the world. More information regarding the company is available at [www.uros.com](http://www.uros.com).