

HELSINKI, SHANGHAI and SANTA CLARA – August 12 2008

Idean Prepares For Growth

Kaija Pöysti and Jan Sasse join Idean board of directors

Idean, a digital service design company, prepares for the next phase of growth by strengthening its Board of Directors. Kaija Pöysti and Jan Sasse started as new members of BoD on June 17.

Kaija Pöysti is a partner of Blue White Venture. Previously, she worked as CEO and later President of Trantex Oy. Mrs. Pöysti has a long experience in entrepreneurship and building successful service business in the US. Idean will benefit from her international experience, as business expands.

Jan Sasse is an industry investment manager at Norvestia Oyj. He has previously held the CEO position at Satama Interactive, and worked in international strategy consulting. Mr. Sasse is familiar with Idean's line of business, and provides the company with strong strategic vision and experience.

The rest of the members of the board are Idean co-founders Mikko-Pekka Hanski and Risto Lähdesmäki, and professional board member Ossi Pohjola. Mr. Pohjola's previous tasks include starting the Finnish branch of Andersen Consulting (today Accenture), and acting as the consulting manager and management team member of Oracle in the EMEA region. Ossi has almost 30 years of experience in international management positions in IT business.

"We are very happy and proud for our new members of the Board. Each member joining from outside Idean has experience in building international success stories in the service business, and they bring invaluable skills and experience into our company", says Risto Lähdesmäki, one of Idean founders. "We will now focus into developing our strategy, and prepare for rapid growth of our business in the following years. The requirements for growth are good, because software applications and their human interfaces are critical for the success of technology products today. On the other hand, we estimate that there are only a few thousand experienced interface experts globally, and there are only very few research and design oriented growth companies in the business."

Idean is one of the leading companies offering user-centered design and research services. Idean employs 60+ experts in their field, and the company turnover increased over 80% in 2007, to almost €5 million. Idean creates digital concepts, applications, and user interfaces for the web, mobile devices, and industrial systems and platforms. The company helps their customers to make their services, devices, and systems usable, interesting, and significant. Read more about Idean from the redesigned company homepages: www.idean.com

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