

**Nokia selects Carat as global media agency network**

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Digital capabilities emphasized

Espoo, Finland - Nokia today announced that it has appointed Carat, part of the Aegis Group, as the single global media partner to handle its media planning and buying.

Nokia conducted a thorough evaluation process that incorporated assessments from global, regional and local marketing stakeholders. The objective of the review was to identify the optimal media solution for meeting Nokia's evolving requirements for consumer-led, innovative and creative outcome-based media planning and buying across the globe.

"We were looking for a partner that offered digital media excellence to accelerate Nokia's move into solutions marketing. We believe that innovation will be an important component to improve the effectiveness of media communications in the future," says Pekka Rantala, Senior Vice President and global head of Marketing at Nokia. "We were impressed by the quality of the agencies' responses and the depth of capabilities that the agencies showed in being able to contribute to Nokia's business needs. Carat will add value especially in strategic planning and offer strong digital capabilities," concludes Pekka Rantala.

The appointment of Carat will be on a global basis for all countries. The transition will be completed in the majority of regions in the third quarter of 2009 with the exception of India and Middle East/North Africa, which have an extended transition period.

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