

PRESS RELEASE

The first production batch of Jolla smartphones fully booked with demand from 136 countries

Helsinki – 21 August, 2013. The first production batch of Jolla smartphones has been fully booked by consumers and selected sales channels. Jolla launched its first smartphone at the #JollaLoveDay event in May. At the same time, Jolla kicked off an online pre-order campaign, which reached its first batch limit by mid-July. Online pre-orders were received from 136 countries in all.

“We are delighted to see this great worldwide interest towards our very first device. When you see someone wearing an ‘I am the First One’ T-shirt, you see a proud future owner of *Jolla*,” says Tomi Pienimäki, CEO of Jolla. “For those, who missed the first opportunity, we are now doing our best to offer a second chance, a new batch of Jolla smartphones later in the autumn. I encourage everyone interested in Jolla to sign up at jolla.com and be the first to know about any new developments, such as the opening of the next pre-sales campaign.”

The first *Jolla* is targeted to begin shipping by the end of 2013, starting in Europe. The Jolla phone production programme is proceeding as planned and sales will start in Finland with DNA, the first operator in the world to offer Jolla smartphones.

About Jolla

Jolla Ltd., headquartered in Helsinki, Finland, is developing mobile devices and open Sailfish OS based on the heritage of MeeGo project. In addition to its R&D sites in Helsinki and Tampere, Jolla has offices in Hong Kong.

jolla.com

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