

PRESS RELEASE

For Immediate Release
Singapore – October 4, 2009.

Sumo Ltd, a Finnish software company is pleased to announced that its Singapore subsidiary, Sumo Singapore Pte Ltd has set up the Sumo Singapore Engineering Centre, with support from Infocomm Development Authority under the infocomm Centre (iCentre) programme.

About Sumo

Sumo is the Creative Choice for software and content business. The first service, Sumo Paint has revolutionized people's thinking with its amazing fully browser based user experience and industry experts have been praising it to be the next big thing in software / web 2.0 industry.

Sumo targets to expand Sumo offering to be one of the most popular web services and the leading creative brand of the next decade.

Sumo Paint has reached over 5 million people and launches Sumo Paint 2.0

Sumo Singapore today announces that Sumo Paint 2.0 has been launched and the Sumo community has reached over 5 million people since the service was launched in Jan 2009. Sumo Paint is a free image editing and painter software that works in your web browser.

"We started with high ambitions and vision to make the world more creative. It was a bold statement, but now today after launching Sumo Paint 2.0, which is by far the most advanced online image editing tool and still much more to our users, we have taken major steps forward with our vision. The fact that our users find new aspects from themselves by using Sumo Paint is what this service is all about." Said Sumo CTO Aaro Vaananen.

Today's update comes with many improvements for the website and the application. There is also locally installed version for Sumo Pro subscribers. Sumo will be launching more new services later this year, which will also offer revenue generating opportunities to its users.

"Our users have shown that with the content they have generated by using Sumo Paint, you do not have to be Picasso to create new interesting content. We will offer real revenue making possibilities to our users later this year by introducing Sumo Store to our global audience. With this service, our users can monetize their creativity by allowing other users to buy and license image rights from them and earn royalties by selling concrete products with feature their content." Said Lauri Koutaniemi, CEO and founder of Sumo Ltd.

Sumo Paint 2.0 the leading online image editing community which is open to the public and can be used with any web browser from: www.sumopaint.com

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