

**EasyPark AS**

Gjerdrumsvei 14, 0484 Oslo  
Tel 23 30 88 80 | [www.easypark.no](http://www.easypark.no)

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## Christian Sæterhaug new Country Manager for EasyPark Norway

**Christian Sæterhaug previously Sales- and Marketing Manager at Tele2 is taking the role of the new Country Manager for EasyPark Norway. EasyPark is the leading brand in Scandinavia in supplying mobile parking services and introduces a leap in cost for cities and parking operators as well as convenience for motorists. EasyPark operates in over 120 cities as well as in 60 different parking companies. So far, the service has been used by 500 000 motorists.**

Christian has a broad experience in sales and marketing through several channels from Tele2, for example direct sales (inbound/outbound), retail and web. Christian is also used to work cross-boarder through his work in the Tele Group.

- After seeing the smartphone evolution from a telecom operator's perspective, I have great faith in mobile payment, and especially the kind of useful services that EasyPark provides. I'm impressed of the coverage that EasyPark has in Norway, through experience I know that coverage is a must to attract customers with a mobile service. The service is more or less available throughout Norway. I'm really looking forward to become a part of the EasyPark team, who are so committed to create value for parking operators as well as motorists, says Christian Sæterhaug.

- Christian has unique experience from his impressive seven-year career with over in Tele2 and he has both the attitude and motivation we value. On that we are pleased to have Christian with us in the team and are confident that he will be of great value, both as a director in Norway and as a part of our management team, says Johan Birgersson, director of EasyPark group.

Christian assumed his position on 1. February 2012.

For more info:

Johan Birgersson | CEO EasyPark Group  
+46 708 326 758 | [johan.birgersson@easypark.net](mailto:johan.birgersson@easypark.net)

Christian Sæterhaug | Country Manager EasyPark Norway  
+47 413 19 124 | [christian.saterhaug@easypark.net](mailto:christian.saterhaug@easypark.net)

