



Press release

December, 28, 2000

Cell Network sells its shares in part-owned Danish company

Cell Network has sold its shareholding in Danish company, 21st.dk AS. The shareholding, amounting to 51% of all the shares, was sold to NASDAQ-listed American company, Primix Solutions Inc.

The selling of the shares in 21st.dk shall be seen as a step in the integration work for the Danish operations. Due to regulations in the acquisition agreement, which don't allow Cell Network to buy the rest of the 49% shares, the selling is in line with our strategy.

Cell Network full service offering to the Danish market will be build up around Cell Network AS, former Mouse House AS. President of Cell Network AS is Caroline Søbørg Ohlsen who also are Chief Creative Officer of Cell Network group. Cell Network AS have a positive income and a strong position in the Danish market.

The payment of 21st.dk is made partly in cash amounting to DKr 2.0 million and partly with in the form of Primix shares amounting to a number of 450.000 shares.

For Cell Network, the shareholding in Primix represents a financial investment and a further opportunity to enter in to the U.S. market.

The selling of the shares in 21st.dk is estimated to have a smaller gain.

Cell Network and Primix have had positive discussions regarding potential future cooperation around the Cell Telecom Mobile Solutions for the U.S. market.

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Cell Network AB is one of the world's leading consulting companies focused on the Internet and interactive media. The company delivers business-critical solutions taking full responsibility for strategy, technology, design and content. Clients include Ericsson, Volvo, General Electrics, Telia, AstraZeneca, Telenor, and Statoil. Cell Network is listed on the Stockholm stock exchange's Attract 40/ O-list and has about 2000 employees in 13 countries. Read more about Cell Network AB at www.cellnetwork.com