

Insite increases focus on international business and launches a new Web site

The new Web site will emphasize Insite's international focus. This move helps focus on Insite's strategy to develop multinational companies' commercial activities with e-learning and traditional training.

www.insiteint.com is the new Web address. All e-mail addresses are also changed to @insiteint.com. This new profile will increase the awareness of Insite as the international leader in the developing area of combined e-learning and traditional training methods.

"We are confident in our strategy to implement change in international companies' commercial organizations. By combining our extensive experience in commercial development and training with new technologies, clients will have even better leverage on their training investments," says Thomas Röckert, President and CEO.

By using blended solutions, Insite combines traditional training and e-learning in client-specific mixes. Thomas Röckert adds, "You can educate people with only e-learning, but in order to create results and implement change, blended solutions is the only way of working."

About Insite:

Insite AB is one of Scandinavia's leading interactive training companies. Over the past year, Insite has created a strong international presence through acquisitions and organic growth. The company, with its head office in Gothenburg, currently employs 70 people in Gothenburg, Stockholm, Malmö, Barcelona, Oslo, Geneva and Milan.

Insite specialises in supporting companies in implementing change, through advanced blended solutions – the customer specific mix between e-learning, coaching and class room seminars. Insite offers tailor-made training for major international companies. Among some of Insite's clients are Porsche, SEB, Volvo, Berendsen, Audi, Atlas Copco, Schlumberger and Tetra Pak.

Insite's goal is continued, controlled expansion with the aim of strengthening the position as Europe's key supplier of interactive and simulation-based training measures over the Internet. Insite has now been trading on the H&Q Tech Market since July 2000. The company's biggest owners are the IT investment company Speed Ventures AB, MVI and private investors.

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Further information on the company can be found at www.insiteint.com