

## Press Release

Stockholm, October 22, 2003

### Framfab and Microsoft extend their collaboration

**Framfab has extended its collaboration with Microsoft by obtaining the status of recommended partner for Microsoft Application Platform with a focus on Content Management and the Microsoft Content Management Server product.**

The purpose of Framfab's partnership with Microsoft is to ensure greater value and security for the clients of both companies. Within the framework of the extended collaboration arrangement, the companies are planning joint activities, primarily marketing and sales, to satisfy growing demand in the area.

*According to Kjell Munther, Content Management Director at Framfab, "The broader collaboration with Microsoft serves as confirmation that our focus on pure Internet consulting is the correct strategy. Microsoft Content Management Server represents a major penetration by Microsoft of the market for efficient web publication. We are firmly convinced that they will further develop their products in this area such that the needs of our clients are fully met."*

Framfab has long cultivated wide-ranging skills in the Content Management (CM) field with respect both to products and their functionality. The expertise includes experience with the day-to-day organizational and structural activities required for successful implementation or migration to a new CM platform.

*Jonas Améen, Partner Account Manager at Microsoft Sweden, says, "Having access to the solid experience and know-how that Framfab possesses in the area of Content Management provides both our clients and us with the support and ability needed to develop websites capable of satisfying user requirements, now and in the future. Based on Framfab's far-reaching expertise when it comes to both Microsoft Content Management Server and the .NET area, they are a partner that has what it takes to grow alongside of us."*

A number of Framfab's clients have entrusted it with a key role in the implementation of large Microsoft Content Management Server projects. Framfab has worked with Microsoft to adapt the product to the needs of clients. For instance, the new Internet solution of Volvo Cars, is based on Microsoft Content Management Server. To find out more, go to:

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13469>

For additional information, please feel free to contact:

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Framfab is a leading European specialist in digital media solutions and communication based on Internet technology. Most of Framfab's customers are big international companies, including 3M, AXA, the Coca-Cola Company, Danske Bank, Ericsson, Hydro Texaco, IKEA, Kellogg's, NEC Packard-Bell, Nike, Observer, Postbank, SAAB, Volvo Car Corporation and UBS. Framfab operates in Denmark, Germany, the Netherlands, Sweden and Switzerland. The company is quoted on the O list of the Stockholm Stock Exchange (ticker symbol FRAM). For more information, please visit [www.framfab.com](http://www.framfab.com).

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