

Press Release

Stockholm, February 23, 2004

Framfab develops online sales system for Douwe Egberts

Douwe Egberts has launched an online sales channel to support business customers in the Netherlands. Framfab designed, built and deployed the system closely supporting Douwe Egberts through out the launch of the channel.

The new online sales channel is a central part of Sara Lee Douwe Egberts's eBusiness programme. The channel will initially enable business customers to order coffee machines, ingredients and Douwe Egberts accessories over the Internet, while later phases will also incorporate servicing and maintenance functionality.

Initially launched in Dutch, Framfab's solution has been designed to scale to support different languages, brands and different customer segments (for example distributors). Douwe Egberts will roll the system out to other countries during 2004.

Fred Vijvers, General manager of Douwe Egberts Coffee Systems Netherlands says, "Building customer satisfaction is core to our business strategy. Our customers want self-service solutions that make it easy for them to work with Douwe Egberts. The eSales platform delivered by Framfab is a key enabler in our strategy."

Framfab built and delivered the system in three months integrating Microsoft Content Management Server and Commerce Server technologies. The system allows customers to place and track orders, and to create personal shopping lists; rules-based product selectors have been built to guide customers to the most appropriate product for their needs. The system can be cost effectively replicated and content translated to support the needs of country-specific Operating Companies.

Steve Callaghan CEO of Framfab says, "The long-term relationship with Sara Lee Douwe Egberts has produced a number of successful engagements. Through extensive re-use we are able to deliver better solutions against short timescales and at lower cost. Framfab's experience in the development of multi language Internet systems has played a key role in the successful launch of this channel."

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About Framfab:

Framfab is a leading European specialist in digital media solutions and communication based on Internet technology. Most of Framfab's customers are large international companies, including 3M, American Express, AXA, Carlsberg Breweries, Cheltenham and Gloucester Building Society, the Coca-Cola Company, Danske Bank, DuPont, Ericsson, Hydro Texaco, Kellogg's, Kraft Food International, Lloyds TSB, Nike, Nobel Biocare, Observer, Philip Morris International, Philips, Postbank, SAAB, Sara Lee Douwe Egberts, Vodafone, Volvo Car Corporation, Volvo Group and UBS. Framfab operates in Denmark, Germany, the Netherlands, Sweden, Switzerland, and the UK. The company is quoted on the O list of the Stockholm Stock Exchange (ticker symbol FRAM). For more information, please visit www.framfab.com

About Douwe Egberts:

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