

Helsingborg 17 June 2004

Thomas Cook France turns to ReadSoft to process customer satisfaction questionnaires

Thomas Cook, Europe's second largest tourism group, has selected ReadSoft's technology for Document Automation. The software FORMS will improve and speed up the processing of questionnaires sent to Thomas Cook in France, which means quicker response times. Shortly after signing the deal, the software was delivering business benefits to Thomas Cook making it a record-fast project for ReadSoft.

Thomas Cook is one of the leading travel agencies on the international market. The core philosophy of Thomas Cook is to listen to clients' expectations in order to offer them better adapted services. Customer satisfaction surveys and market research are important tools to live up to this philosophy.

Before starting a large market research project, Thomas Cook in France had to find a system that could automatically read, interpret and compile data. This would allow staff to devote more time to the analysis of the results, instead of manually keying in data into computers.

Mrs Mariana Tocheva, project responsible at Thomas Cook in France.

"ReadSoft's live demonstration of the product in action was very convincing and our decision to go for ReadSoft was taken just in a few days. Today, the FORMS solution is used for a certain type of questionnaire, but we plan to extend it to other types of documents as well."

Jan Andersson, President of ReadSoft, comments on ReadSoft's first Thomas Cook-installation in France:

"Some 3000 companies worldwide use FORMS and Thomas Cook is the latest addition to our customer list. They will benefit from a widely used and proven technology that we have spent 15 years refining. We are happy to team up with Thomas Cook in France, a truly dynamic client in their market sector with an impressive European span".

What is FORMS?

FORMS offers organizations substantial savings, increased productivity and improved data quality. FORMS reads handwritten text, machine-print, barcodes, check boxes, circles, tables, matrixes, and even complete addresses. Among other benefits, automatic forms processing is much faster than manual keying of information, offering a quick return on investment.

----- For more information, please contact -----

ReadSoft AB

Jan Andersson, President/CEO

Pho: +46-(0)708 - 37 66 00

Olof Engvall, Vice President, PR & Communication

Pho: +46-(0)708 - 37 66 70

E-mail: olof.engvall@readsoft.com

About ReadSoft

ReadSoft is the world's leading supplier of software for Document Automation. The company develops and markets a complete software platform for Document Automation named ReadSoft DOCUMENTS. The vision is to free businesses everywhere from manual document handling. Since its founding in 1991, ReadSoft has developed into a global group with 11 subsidiaries in Europe, North and South America and Australia, and a large number of local and global partners. ReadSoft is headquartered in Helsingborg, Sweden, and its primary R&D facility is in Stockholm. ReadSoft has been listed on the Stockholm stock exchange since 1999.