

PRESS RELEASE FROM SCRIBONA AB

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The leading Nordic computer distributor takes the offensive

Scribona Computer Products signs an agreement with the world-leading supplier of e-commerce solutions, pcOrder.com, Inc. of Austin, Texas.

Scribona Computer Products is the largest division of Scribona AB, and is the Nordic countries' leading distributor of computer products and solutions. Today the company supplies products from the world's top manufacturers to more than 5,000 resellers in the Nordic and Baltic countries and northwestern Russia. E-commerce sales currently generate around 30 % (SEK 2.5 billion) of the division's revenue.

"In order to further simplify ordering of computer products for our customers, Nordic computer resellers, and their customers, the end users, we are the first distributor outside the U.S. to sign an agreement with pcOrder.com, Inc. for implementation of a configurator in our e-commerce solution via the Internet and online", says Örjan Håkanson, CEO of Scribona AB. "This configurator enables our customers to choose, configure and research computer products on the Web", adds Håkanson.

"Using this e-commerce solution, our approximately 5,000 resellers have linked up to around 3,000 end-users. The agreement also gives our business partners and customers access to online configuration of PCs," according to Lars Palm, Head of the Scribona Computer Products Division. "Furthermore, it allows our partners and customers to access product and delivery information about selected configurations, which facilitates and enhances quality", continues Lars Palm.

"In our drive to move the computer industry to the Web, we welcome Scribona Computer Products, a distributor who truly recognizes the opportunities of e-commerce in the Nordic market, as our newest partner," says Christina Jones, founder and President of pcOrder.com, Inc. "This partnership marks a solid step forward as we look ahead to increasing our international e-commerce expansion."

Scribona Computer Products expects the new functionality in the e-commerce solution to provide significant efficiency gains in areas like logistics and customer service, as well as considerable sales growth.

The new e-commerce solution will be introduced this autumn in all markets where Scribona Computer Products is active.

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