

Linné Group signs letter of intent regarding e-learning

Linné Group, whose name is being changed to Cell Network, has signed a letter of intent regarding e-learning with Infinity Learning Systems, a company in the Enlight Group. The agreement covers cooperation in the development and supply of tailor-made corporate training programs and systems installations for skills development.

“As a result of this agreement, we will gain access to a larger market and will be able to increase the added value we offer to current and future customers,” says Henrik Back, President of Linné Göteborg AB. “Cooperation with Infinity Learning Systems will enable us to help large companies increase the efficiency of their personnel-training efforts.”

E-learning – a growing market

The letter of intent is designed to facilitate an offering of turnkey solutions in the growing market for e-learning – that is interactive, Web-based learning. Linné Group has already delivered several interactive training programs, including a Labor Rights package to Volvo Cars, and has considerable experience in this area.

“E-learning is a market that is showing clear signs of strong growth,” Henry Back continues. “We have been building up experience in the field of interactive learning since 1989. In view of that, this agreement is of strategic importance to us.”

Infinity Learning Systems AB and Enlight Interactive AB in brief

Infinity Learning Systems is the Nordic region’s most comprehensive supplier of Internet-based learning systems for companies and organizations. The company’s systems support the learning and knowledge-management efforts of organizations and companies by capitalizing on the Internet’s ability to rapidly disseminate knowledge to all members of an organization. They also exploit the interactive media’s ability to create engrossing and exciting learning opportunities. Infinity Learning Systems a member of the Enlight Interactive Group.

Enlight Interactive is the leading Nordic group in the market for learning and “edutainment” products via the Internet and other interactive media. In connection with the company’s stock-exchange listing, new shares were issued in order, among other aims, to enable more intensive efforts in the market for web-based learning systems for companies and for e-commerce. The Group had sales of SEK 228 million in its 1998/99 fiscal year and reported an operating profit of SEK 4.0 million.

New contact persons at Linné Group

Arvid Liepe has assumed the position of Investors Relations Manager and Cecilia Hellman as Information Manager within Linné Group.

The Internet company Linné Group AB (publ.) name being changed to Cell Network AB, is listed on the O-list of the Stockholm Stock Exchange. Following its merger with Cell Consulting Group AB and New Media Science AS, Linné Group is one of Scandinavia’s largest organizations for consulting services within strategic e-business. The company has a uniquely qualified staff of consultants with experience from such companies as Andersen Consulting, Boston Consulting Group and McKinsey & Co. The Group has offices in Stockholm, Oslo, Gothenburg and Malmö. The Group includes Propello fil&tv and Caesar Affärssystem. Customers include Volvo, Renault, Saab, Banque Nationale de Paris, Ericsson, AstraZeneca, Procordia, De norske Bokklubbene, Svenskt Flyg, Micro Bildelar, Bonnier, Torget (Sweden Post) and Electrolux Home. To subscribe for pressreleases, see www.huginonline.com.

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