

Press release

8 November 2006

## NEUE ZÜRCHER ZEITUNG SELECTS POLOPOLY

**Swiss newspaper Neue Zürcher Zeitung has selected the Polopoly Content Management system for use throughout the organisation. The Polopoly system will serve as the central platform for the development of new, innovative digital services in multiple channels.**

The Neue Zürcher Zeitung (NZZ) looks back on a tradition of more than 225 years. Headquartered in Zurich, the NZZ occupies a leading position in the Swiss media market. Readers of NZZ expect high quality in the information and the presentation of the information. For the online publications, NZZ focuses on quality and effective delivery of information.

**NZZ Online**, the NZZ's Internet portal, is one of the leading Swiss news platforms on the web. The online presence also includes a wide range of complex digital services with high demands on flexibility, scalability and personalisation.

NZZ licensed the Weight Club solution developed by Polopoly and Aftonbladet, and launched eBalance.ch in October 2005. Based on that experience, NZZ has now licensed the full Polopoly Content Management system for use throughout the organisation. By choosing Polopoly, NZZ Online will, among other things, be able to create a single sign on portal and consolidate their self-service offering, fully integrated with the SAP-powered back-end system for subscription management.

- We are very proud that NZZ has entrusted Polopoly to provide the platform for their future digital publishing ventures, says Hans Olsson, Chief Operating Officer at Polopoly. Our long experience of demanding media enterprises in Scandinavia has put us in a great position to be able to offer highly scalable, robust and innovative solutions to companies throughout Europe.

Polopoly's German integration partner Netpioneer GmbH will carry out the implementation project, which is already underway.

**For further information, please contact:**

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Polopoly is a fast growing, profitable Swedish company that develops systems for content management, personalization and commerce. Polopoly's customer list include companies like SVT, NRK, Viasat, IDG, Sony Ericsson, Expressen, Luxair, Regeringskansliet, SMHI, Dagens Nyheter, ICA, SJ, SBAB, Aller, British Bankers' Association and the University of Edinburgh.  
[www.polopoly.com](http://www.polopoly.com).