

Sara Lee Branded Apparel signs contract to implement Movex Fashion throughout Europe

Sara Lee Corporation, the global branded consumer packaged goods leader, has signed a multimillion dollar software licensing contract for Movex Fashion from Intentia. This contract extends an already successful partnership between Intentia and Sara Lee's Branded Apparel Europe division, which includes such well-known Sara Lee brands as "DIM," "Playtex," "Wonderbra" and "Hanes."

"The choice of Movex Fashion from Intentia fits well into our strategic approach for a common software platform that capitalizes on the Branded Apparel Europe Group's synergy. Movex software gives us the ability to manage different business units in a consolidated way," said Mr. Jean Rey, Chief Information Officer at Sara Lee Branded Apparel Europe.

"After a number of successful implementations of Movex Fashion within the Sara Lee Corporation in Australia, Spain and Sweden, we feel very proud of this extended confidence in our solution," says Mikael Andén, Director, Major Accounts Intentia Europe. "The Sara Lee contract is yet more evidence of our outstanding competitiveness within the Fashion and Apparel industry" says Mr. Robert McKee, Director, Movex Fashion, Intentia Global Operations.

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About Sara Lee

Sara Lee Corporation (www.saralee.com) is a global branded consumer packaged goods company with approximately USD 20 billion in annual revenues. The company's leading brands include Sara Lee, *Douwe Egberts*, *Hillshire Farm*, *Hanes* and *Playtex*.

About Intenia International AB (publ).

Over the past few years, Intenia International AB has concentrated on positioning itself to meet the demands it anticipated would arise from the new e-economy era. Intenia has developed its Movex product from a traditional ERP system to a complete e-collaboration solution that can manage all the demands of the new economy. Movex offers Intenia's customers the key to success, with its applications for customer relationship management (CRM), enterprise resource planning (ERP), supply chain planning & execution (SCPE), partner relationship management (PRM), business performance management (BPM) and e-business.

Intenia is well-positioned to respond to market needs when the "e" (electronic) evolves into "c" (collaboration), working hard to satisfy customers through its organization of more than 3,800 professionals serving in excess of 3,500 customers in over 40 countries around the world. Intenia is a public company traded on the Stockholm Stock Exchange (XSSE) under the symbol INT B.

Visit Intenia's Web site at www.intenia.com