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Press release from AU-System

AU-System establishes incubator for technical innovations in mobile Internet

Stockholm, August 22, 2000 - AU-System is establishing a unit within the company for the development of technology and business ideas focused on mobile internet technology. The incubator unit is a step in the company's strategy to play an active and independent role in the development of new technologies and applications within mobile internet.

"The idea behind the unit is to give employees the opportunity to develop their own business ideas within the company" says Tomas Franzén, President of AU-System.

AU-System will provide early stage financing for new projects. At later stages in the development process the company plans to introduce financial backing from external sources.

"We want to utilise the enormous power of innovation that exists among our employees. Across Wireless and iD2 Technologies are two good examples of operations that started within AU-System and which have later become successful independent companies," comments Tomas Franzén.

Marie-Louise Gefwert, formerly a senior consultant at AU-System, has been appointed head of the new incubator unit.

For further information, please contact:

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About AU-System
AU-System is a leading supplier of consulting services and solutions for the development of advanced wireless and Internet technologies, applications and associated services. Following the merger with SandbergTrygg, Sweden's leading business-to-business marketing services agency, the company also offers integrated services for marketing communications. Major clients include Ericsson, Telia, MeritaNordbanken and Singapore Telecom. AU-System was established in 1974 and currently employs more than 800 staff in offices in Stockholm, Gothenburg, Malmö, Lund, Östersund, London, San Diego and Singapore. AU-System is listed on the O-List of the OM Stockholm Exchange, under the symbol AUS. For more information, please visit www.ausystem.com.