



For Immediate Release

PRESSRELEASE

Productfact.com and nsgroup form a strategic alliance for Business-to-Business e-commerce

Karlskrona, Sweden, august 28, 2000 — Carsten Bang Jensen, Executive Vice President Business Development of Productfact.com, and Nicklas Platow, CEO of nsgroup, today announced a strategic alliance for business-to-business (B2B) e-commerce. The agreement is expected to propel Productfact.com and nsgroup to the forefront of the B2B e-commerce market. The goal of the strategic alliance is to create new market opportunities and increase the quality of service offered by both parties.

The new alliance enables the companies to offer a bundled solution that combines nsgroups e-commerce platform 4Trade with the streamlining and standardizing solution of e-commerce content from Productfact.com. The alliance enables shorter time to market at less cost for the customer.

- "We are impressed with the team at Productfact.com as well as with the value that they create through their unique service that will revolutionize the way product information is distributed," says Nicklas Platow, CEO of nsgroup. "Our mission is to enable our customers to become winners in the Dynamic Digital Marketplace, and we feel that the combination of the nsgroup trading platform and Productfacts' solution to streamline and standardize e-commerce content can help us to succeed in our mission."

- "We recognize nsgroup as a company that provides state-of-the-art B2B exchange software and as the perfect first sign up on our partner program," says Carsten Bang Jensen, Executive Vice President Business Development of Productfact.com. "Our solution for how product information is distributed is the ultimate solution for many of nsgroups' customers and our unique service will help those customers move faster to market at lower cost."

NS Group offers state-of-the-art e-commerce solutions in the Business-to-business area. NS Group's core product, 4 Trade e-commerce platform, is primarily targeting Internetbased trading where the demand on scalability, performance and availability is significant. NS Group is headquartered in Karlskrona, Sweden, and have offices in Gothenburg and Kalmar. Today the company have about 70 employees. By the end of year 2001 NS Group expects to have grown substantially and been doubling the number of employees aswell as opened new offices abroad. NS Groups' homepage can be found at <http://www.nsgroup.net>

Productfact.com is a B2B e-commerce infrastructure company offering product content distribution from brand owners to e-commerce players, managing product information such as pictures, descriptions, measurements, links, accessories, environmental labels, country specific information's etc. A full range of additional infrastructure services is offered. Productfact.com's physical locations are based in the e-commerce hubs of US - Santa Clara CA, UK – London, and Sweden - Stockholm and Karlskrona. Productfact.com's homepage can be found at <http://www.productfact.com>

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