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Press Release from AU-System

For immediate release

AU-System to establish new office in Italy.

Stockholm, September 18, 2000 - AU-System today announced that the company continues its international expansion and will establish a new subsidiary in Milan, Italy. The office is expected to open before the end of this year.

“The decision to establish a subsidiary in Italy is based on the country’s mobile phone penetration, the highest throughout Europe, and the large interest for value added mobile Internet services. The combination makes Italy an important market for AU-System,” says Tomas Franzén, President & CEO of AU-System.

Per Wasting, today Business Unit Manager at AU-System, has been appointed Managing Director of the Italian subsidiary.

For more information, please contact:

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About AU-System

AU-System is a leading Mobile Internet consultancy. Through the subsidiary SandbergTrygg, the company also offers integrated services for marketing communications. Major clients include Ericsson, Telia, Scania, MeritaNordbanken and Singapore Telecom. AU-System was established in 1974 and currently employs 850 staff in offices in Sweden, Singapore, Thailand, the U.K. and the U.S. 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.