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# Roxen Internet Software approved PAGE Cooperative Preferred Supplier

STOCKHOLM, SWEDEN, July 27, 2009 – The Swedish software company Roxen Internet Software has been approved as a Preferred Supplier by PAGE Cooperative, the largest purchasing entity in the United States newspaper industry. Roxen Internet Software is the company behind the innovative web-based editorial solution Roxen Editorial Portal.

In operation since 1984, the PAGE Cooperative has members in all 50 states. Their members represent almost three-quarters of the privately owned daily newspapers in the United States and new members are being added continuously. Annual purchases of the PAGE Cooperative now exceed US$250 million.

Roxen Editorial Portal is a web-based editorial system for publishing in print and on the web, which enables a transition from a newspaper mindset to an information perspective.

"This is a great opportunity for Roxen that is likely to boost the expansion of our business in North America. PAGE Coop not only serves as a common buying association, it also offers a great networking opportunity for Roxen as a vendor, helping us to meet and present our offer to the U.S. newspaper community." says Urban Jönér, Senior Vice President North America. "We have already experienced significant benefits from working closely with Page Coop during the spring and through our direct contacts with Page Coop members", Mr. Jönér continues.

"We are happy and very proud of having been approved by PAGE Cooperative. Since Roxen's web-based offering differs a great deal from other vendors in the U.S., it's going to be very interesting to see the outcome of Roxen's PAGE Preferred Supplier status, and from the direct access to so many newspaper companies", says Staffan Ekholm, CEO of Roxen Internet Software.

### About PAGE Coop

PAGE, Publishers Associated to Gain Economy, is the largest purchasing cooperative in the newspaper industry. It is owned by approximately 270 corporate entities that represent over 570 daily newspapers and roughly 1,700 publishing locations throughout the US. The circulation of the daily newspapers tallies at over 11 million. To be eligible for membership in PAGE a newspaper must be over 50% privately held and publish in the general interest. PAGE was formed in 1984 by Berky; Paul "Pete" Eyerly III former Publisher of the Press-Enterprise in Bloomsburg, PA; and Joe Smyth, CEO of Independent Newspapers of Dover, DE.

### About Roxen Internet Software

Roxen develops cost efficient web based editorial systems for print, web and mobile publishing. Roxen has been a pioneer in web-based product development since 1994. Customers include Shaw Newspapers, Verizon, Metro International, Bonnier Tidskrifter, RTL Nederland, Princeton University and de Telegraaf Tijdschriften Groep. Roxen has offices in Sweden, the Netherlands and the United States. www.roxen.com

### Contact Roxen Internet Software

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