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PRESS RELEASE

Roxen Internet Software appoints Senior Vice President North America

STOCKHOLM, SWEDEN, July 27, 2009 – Roxen Internet Software, the Swedish software company behind the revolutionary web based editorial system Roxen Editorial Software, today announced the appointment of Urban Jönér as Senior Vice President North America.

Urban Jönér will be responsible for establishing Roxen Internet Software on the North American market. Responsibilities include direct sales and marketing, coordination of activities with the purchasing cooperative PAGE Coop, oversight of new deliveries to newspapers in North America as well as coordination of the dialogue between newspaper prospects in North America and the Swedish headquarters.

"Based on the interest from the U.S. newspaper industry and our first installation at a U.S. newspaper, Shaw Newspaper, it is with excitement I take on the new responsibility," said Urban Jönér. "I have for the last 12 months had regular contacts with newspapers in the U.S. and our web based editorial system Roxen Editorial Portal meets the needs and expectation from the market in today's difficult financial situation. Newspapers today are looking for a future-safe solution that supports multi-channel publishing and at the same time has an attractive price, is easy to support and maintain and can be deployed with minimum effort in the organization."

Before joining Roxen Internet Software in January 2007 as Director of Business Development, Jönér held various executive positions in the media industry. He was also the founder and owner of a successful consulting company to the media industry during the 80's and 90's. For ten years Jönér was also associated with the Seybold organization in the U.S.

"I'm pleased to promote Urban Jönér to this new position," said Staffan Ekholm, CEO of Roxen Internet Software. "Jönér's experience, knowledge and understanding of industry needs will be invaluable. Both I and Roxen's Board of Directors will do our best to support Jönér and our growing customer base in North America."

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

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