



Press Release

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## BONNIERS CHOOSES POLOPOLY FOR NORDIC LIFESTYLE VENTURE

Bonnier's new lifestyle portal, Avida, that was premiered in Denmark earlier this week, has chosen Polopoly's digital content management system as the platform for its Nordic launch.

Avida is Bonnier's latest net portal. First to be rolled out is Avida.dk in Denmark, from where the venture is also being managed. The content comes from two of the Bonnier group's publications, "I Form" and "Men's Health". In order to achieve total scalability, as well as multi-channel publication (web, wap, pda, etc) together with personalised services, Bonniers has chosen to invest in Polopoly's system for digital content management and customer relations management, eCRM.

- The long-term strength of a systems product is dependent on customers with strong ideas and expansive objectives. Having to meet high standards spurs on development. I am in no doubt that Avida will be a valuable addition to the Polopoly family, explains Gustaf Sahlman, Polopoly's CEO.

The Swedish portal will be launched in a few weeks time.

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## About Polopoly

Polopoly develops one of the most powerful systems in the marketplace for digital publications and relationship management, that facilitate complete one-to-one solutions comprising everything from multi-channel publishing (web, i-mode, wap, pda, SMS, OpenTV, e-mail etc) to data mining.

The Polopoly system includes modules for content management, eCRM, (customer relations), e-commerce, discussion forum, voting/rating and virtual hard-drives. The Polopoly system allows for all types of personalization, regardless of whether the surfer is known or unknown. Personalization is carried through to all parts of the website - the surfer is only introduced to relevant products in the web shop, only participates in relevant discussions and is only exposed to relevant advertising and offers. The modules can be invisibly woven together in one and the same page.

The Polopoly system has been completely developed in Java and the construction of all components is standardised. This means that the system can be used in any other systems environment and can also be easily integrated with other applications.

Polopoly is based in Sweden. Clients include Dagens Nyheter ([www.dn.se](http://www.dn.se)), Göteborgs-Posten ([www.gp.se](http://www.gp.se)), K-World ([www.kworld.se](http://www.kworld.se)), Koll ([www.koll.se](http://www.koll.se)), SIDA ([www.sida.se](http://www.sida.se)) and Gröna Konsum ([www.konsum.se](http://www.konsum.se)).

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