

Bluetronics sets up sales and marketing office in Stockholm, Sweden

Norrköping, Sweden, March 12, 2001 –

Bluetronics, a leading developer of radio modules for wireless communications electronics, is now establishing a sales and marketing office in Stockholm, Sweden. Bluetronics has appointed Göran Remberg as Vice President of Sales and Marketing. Mr. Remberg has significant experience within international affairs and marketing, having spent ten years with AB SKF and after that with Apostrofen, Explicit Marknadskommunikation and Impsys.

- With the Stockholm office as a first base for our sales and marketing organization, we are now ready to expand our organization further in the US, Europe and Asia, says Göran Remberg.

Bluetronics staff is a team that combines academic excellence with industry expertise. The team includes world-class researchers; ASIC and digital design engineers, RF engineers, entrepreneurs and business personnel. With the establishment of this sales and marketing office in Stockholm, Bluetronics covers all the strategic key competence areas.

Recruitment for the Stockholm office has just started and it is expected that around 10-15 persons will be employed in the sales- and marketing team by the end of this year. The office is located in Löjtnantsgatan, Stockholm.

Established in 1999, Bluetronics is a privately held independent company. The business concept is to design and market highly integrated RF modules for high frequency, short range and local area wireless communications, such as Bluetooth, IEEE 802.11b WLAN, and IEEE 802.11a WLAN, to global wireless device and network equipment suppliers. Bluetronics unique EmbeddedRF (radio frequency) is based on Professor Gong's 10 years of research at the Acreo Research Institute for Electronics and Optics in Norrköping, Sweden.

For further information, please contact:

Håkan Segerborg, CEO and President, Tel +46 11 26 41 00

Lena Miranda, VP Public and Investor Relations, Tel +46 11 26 41 72, mobile +46 733 11 80 55

Göran Remberg, VP Sales and Marketing, Stockholm office, mobile +46 11 26 41 47