

Press Release

Joakim Winggren appointed President, Endorsia.com International AB

Göteborg, 2005-01-31 Joakim Winggren has been appointed President of Endorsia.com International. He will take up his position on February 1. He succeeds Arnfinn Fredriksson who after three successful years at Endorsia has decided to leave the company to take up a new position at Sandvik.

Joakim has a strong background from sales and marketing in central Europe and has lived five years in Germany working for Bosch-Siemens and four years as Deputy Managing Director at Kinnarps Büromöbel GmbH.

In Norway Joakim served as Business Development Manager and Vice President at Mamut ASA, a leading European provider of integrated business software solutions for small and medium businesses. Joakim has also held several board positions as Investment Manager at The Sixth National Pension Fund, one of the biggest private equity investors in Sweden. In his most recent position he has been working at Almondy as Sales & Marketing Manager, responsible for Central Europe.

Joakim's background, focusing on business development, start ups and entering new markets, will be important experiences for Endorsia in ensuring expansion plans and with executing strategies the coming years.

Joakim holds an MBA from Gothenburg School of Economics, he is 39 years old and lives in Gothenburg.

"I am delighted and honoured to accept this appointment," said Joakim Winggren. "Endorsia has gone through its first successful five years on the market and is now geared up to enter new phases of development and expansion meeting a growing request for solutions and services provided by the Company. By a strong focus on serving the expanding needs of the customers of Endorsia we will drive Endorsia's continued success and growth."

"I am very pleased to have Joakim Winggren as my successor" said Arnfinn Fredriksson, current President of Endorsia. "Joakim will take Endorsia into its next era, adding his spirit and energy to the Company. I am convinced that Joakim will provide values meeting the expectations of members, founders and staff."

About Endorsia.com International

Founded in 1999, Endorsia.com International AB is a leading industrial business network, equally owned by five major global industrial companies: SKF, Sandvik, Timken, INA and Rockwell Automation. The Company provides a neutral and world-class B2B eBusiness service aimed at reducing the cost of processing as well as making the sharing of business critical information easier between companies.

Based on comprehensive knowledge and experience from the business processes in the industrial supply chain and an in-depth understanding of the business requirements, Endorsia delivers support and professional services helping customers become more competitive, efficient and profitable.

Being a profitable company, Endorsia rests on a stable financial foundation. Endorsia is a global business, operational in 70 countries with applications translated into 17 languages and routing in excess of 7 million business transactions a year (2004). More than 3000 active users representing over 1000 companies use on a regular basis the tools and services provided by the Company.

Endorsia.com is headquartered in Gothenburg, Sweden.

Additional information and pictures can be found at www.endorsia.com.

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