

PRESS RELEASE

Stockholm, 6 March 2000

Steelscreen Launches its pan European Organisation

Steelscreen, the European Internet Marketplace for Metal Products opens regional offices throughout Europe. The Sales and Customer Support offices in Steelscreen's four European Regions and their senior management recruited from the industry represent Steelscreen's long term and industrial strategy.

Steelscreen's Sales and Customer support offices in Milan, Paris and London are now in operation and Düsseldorf soon to be opened. "Building close relations with our customers is vitally important. We need to work closely with our customers to continuously improve our service to meet their expectations. These relations have to be built locally and by people that have deep knowledge of the Steel and Aluminium industries", says David Schelin CEO of Steelscreen.

Mr Gaetano Ronchi is appointed General Manager Steelscreen Southern Europe and is taking on the challenge using his experience and contact network in the industry to open the southern European markets for Steelscreen. Mr Ronchi was formerly the MD of Avesta Sheffield and before that MD of Sandvik Steel and many years with Terni in Italy.

The London office is headed by Mr Patrick Flockhart, General Manager Steelscreen UK & Ireland, who previously had a career in international sales management for British Steel, particularly in Asia and last a Management Consultant with RSI. "Apart from building our UK and Ireland Sales and customer support organisation Mr Flockhart's experience from Asia and the fact that he speaks Chinese, will naturally be great assets to Steelscreen's establishment beyond Europe", says Peter Anderberg VP Marketing & Sales.

The Nordic Sales and Customer Support office is headed by Mr Johan Thyblad who previously held senior commercial positions in the Inexa group and was instrumental in the establishment of Inexa Profiles.

"Regional organisations are now pro-actively supporting our customers to make their commercial processes more efficient. Our local presence further fortifies our leadership in Europe", says an enthusiastic David Schelin

Steelscreen's European Head office is placed in Stockholm and is growing rapidly to support the high and growing demand for its services.

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This press release + further information can be found on www.steelscreen.com

Information about Steelscreen AB

Steelscreen is Europe's leading Internet market place for trade in steel and metals. Steelscreen provides the most efficient marketplace for buyers and seller of metal products. Users of Steelscreen will thereby benefit from lower costs, simplified routines, improved access, better overview and transparency of the market, and a range of new services to facilitate selling and procurement activities. Steelscreen is a European company focusing on the specific requirements of the European metals market.

The company was founded in October 1999 by people with great experience of the steel and telecoms businesses; Peter Anderberg and Anders Candell from Avesta Sheffield, Fredrik Öhrn from Boliden plus David Schelin from Ericsson.

Among the active advisors are: Hans Jacob Waern, formally marketing director at Avesta Sheffield plus Orvar Nyquist, former CEO at Jernkontoret.

Chairman of the Board is Peter Sederowsky, Setterwalls Advokatbyrå.