

INFORMATION FOR IMMEDIATE RELEASE

Roxen Internet Software signs Advanced Publishing Solution (APS) as reseller for Australia/New Zealand

STOCKHOLM, SWEDEN – March 10, 2008: Advanced Publishing Systems, one of the leading developers and suppliers of software solutions to the Australian and New Zealand newspaper industry, has signed an agreement with the Swedish company Roxen Internet Software to become a reseller of Roxen Editorial Portal™ editorial system for Australia and New Zealand.

Roxen Editorial Portal™ was launched at IFRA Expo in Vienna in October 2007, and the system is already in production in Denmark, the Netherlands, Hungary, the USA, Spain, Italy, France and Sweden.

"Roxen Editorial Portal™ is built on modern web standards and brings CMS know-how into the editorial systems market. We receive a tremendous, positive response from publishers and users everywhere we demonstrate the system. We are very excited to have APS as a reseller in a region such as Australia and New Zealand, where there is set to be a major shift in platforms in the publishing industry over the coming years," says Staffan Ekholm, CEO at Roxen Internet Software.

"With the addition of Roxen Editorial Portal™ to our current range of products, which includes solutions for ad layout/dummying, web-based ad layout and management viewer, we are now in a position to offer a complete web-based package to the publishing industry in our region," explains Graeme Vessey, CEO at Advanced Publishing Systems.

About Advanced Publishing Systems

APS provides intelligent IT solutions to the print media publishing sector. The company, which is based in Australia, has a global focus with approximately 200 systems in place across the Pacific Rim, ranging from publications such as the *Daily Telegraph* and *The Australian* (both News Ltd.) right through to *The Chronicle* in Wangaratta and *Mountain Scene* in Queenstown, New Zealand.

About Roxen Internet Software AB

Roxen is a pioneer in web development and has been a supplier of web applications since 1994. Customers include Verizon, Bonnier Tidskrifter, RTL Nederland, de Telegraaf Tijdschriften Groep and Metro International. Roxen has offices in Sweden and the Netherlands and partners in Europe, Asia and the USA. Roxen's many international awards include "Best of Comdex".

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