

INFORMATION FOR IMMEDIATE RELEASE

Pagemasters first to order Roxen Editorial Portal in Australia

STOCKHOLM, SWEDEN – March 13, 2008: After serious and detailed evaluation of the different alternatives on the market, Pagemasters, a wholly-owned subsidiary of Australian Associated Press and provider of editorial services to newspapers and magazines, has selected the web-based Roxen Editorial Portal as its editorial platform for the future.

The first implementation of Roxen Editorial Portal will be the production of Adelaide's *Independent Weekly*. With the help of Roxen Editorial Portal, the *Independent Weekly* will select content and deliver it to Pagemasters from its office in Adelaide.

Pagemasters will handle design and page production in Melbourne. Pagemasters intends to roll out Roxen Editorial Portal to other clients in the coming months.

The order from Pagemasters is also Advanced Publishing System's first for Roxen Editorial Portal since its recent signing of the reseller agreement with Roxen Internet Software.

According to Pagemasters's Managing Director Bruce Davidson, the Roxen Editorial Portal would greatly enhance Pagemasters's editorial production services for a range of newspaper clients.

"Roxen provides enormous transparency throughout the production cycle. It helps put some discipline around the delivery of content and gives the editorial staff at the newspaper the ability to see their pages as they are being designed," explained Mr Davidson. "That gives enormous comfort to editorial executives – especially when production takes place at a geographically remote location," continued Mr Davidson.

Urban Jönér, Director of Business Development at Roxen Internet Software, said that: "At Roxen, we are very excited by the order from Pagemasters. After initial contacts and demonstrations in November last year, we have had continuous and ongoing contact with Pagemasters. It is an honour to be chosen as a supplier by Pagemasters, and we are thrilled to be working with a company that has such a new and interesting business model."

Terry Flynn, Sales Manager at Advanced Publishing System, said that: "APS is very proud to announce the signing of Pagemasters as the first client in the region to purchase the web-based Roxen Editorial Portal solution. We believe the product will be a perfect complement to our own locally developed solutions for ad layout/dumming, web-based ad layout and management viewer, which have now become the benchmark within the industry."

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About Pagemasters

Pagemasters is Australia's premier provider of page-ready listings and editorial services to the newspaper and magazine industry. Pagemasters's services range from TV guides and film listings, racing form guides, share market data, weather pages, crosswords and comics, to editorial and design services. The company was formed in 1991 and is a wholly-owned subsidiary of Australian Associated Press.

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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