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Anoto Group AB receives 950,000 Euro initial order for new 'pen and paper' whiteboard from Hamelin

Lund, August 4th, 2008 – Hamelin, the leading European manufacturer of stationery and office supplies has placed an initial order for digital pens worth 950,000 Euros with Anoto Group. The digital pens are the key component of Hamelin's new Papershow product, which turns a paper notepad into an easy-to-use interactive whiteboard.

Hamelin, under his leading brand OXFORD will initially launch Papershow all over Europe then worldwide early 2009. The product will be available in retail distribution in October.

The starter package will combine an Anoto Digital Pen, a Bluetooth USB key and interactive paper. Hamelin will be the first client to roll out Anoto's third generation pen, which has been designed for the end-user market and will be launched officially in October.

- "We have been using Anoto's digital pen technology for nearly eight years. It has enabled us to create new generations of innovative office products and has positioned OXFORD as the world leading brand for digital writing solutions. Papershow is a case in point: it's a ground-breaking innovation that offers a simple, cost-effective way to make business meetings both more interactive and more productive," explained Eric Joan, General Manager, of Groupe Hamelin.
- "We have had a successful and close co-operation with Hamelin since the early 2000s, and are thrilled with Papershow as the first commercial rollout of our new pen. Meeting room and whiteboard applications are becoming very interesting areas for innovative uses of our technology, and we look forward to seeing them expand in future," said Anders Norling, CEO, Anoto Group.

Background on Papershow is available at <http://www.survivingmeetings.com/>

For more information:

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Anoto Group AB may be required to disclose the information provided herein pursuant to the Securities Markets Act. The information was submitted for publication at 08.30 on August 4th, 2008.

Anoto Group AB

Anoto Group is the company behind and world leading in the unique technology for digital pen and paper, which enables fast and reliable transmission of handwritten text into a digital format. Anoto operates through a global partner network that focuses on user-friendly forms solutions for efficient capture, transmission and storage of data within different business segments, e.g. healthcare, bank and finance, transport and logistics and education. The Anoto Group has around 110 employees, offices in Lund (head office), Boston and Tokyo. Among the major shareholders are SEB, Robur and DNB. The Anoto share is traded on the Small Cap list of the OMX Nordic Exchange in Stockholm under the ticker ANOT. For more information: www.anoto.com

**Hamelin**

With a turnover of 800 million Euros in 2007, Groupe Hamelin is the leading European producer of school and office supplies.

The company is organized around 4 divisions:

- Paper products (exercise books, pads, index books, and calendars)
- Filing products (lever arch files, ring binders, suspension files, clear pockets, and folders)

Groupe Hamelin is committed to supporting its customers by supplying quality, innovative products with reliable service. Its ultramodern production facilities enable it to respond to its customers' requirements as to price, volume and quality.