

INFORMATION FOR IMMEDIATE RELEASE

Dagens PS – leading Swedish business web site re-launched with Roxen Internet Software's CMS

Stockholm, Sweden 4th September 2008. One of the largest Swedish web sites on Business News, Dagens PS, is launched in a new version based on Roxen CMS from Roxen Internet Software. The web site combines fast around the clock publishing of business news with a number of sophisticated tools such as news intelligence PS Spy, stock market chat VCW and the blog service Twingly.

On top of the new services Dagens PS has a new layout and a new publishing system from Roxen Internet Software the Roxen CMS platform.

- It is very stimulating to Roxen Internet Software to be able to work together with such a creative and successful team as Dagens PS, says Mr. Rolf Pörkenäs, Sales Director at Roxen Internet Software. They are one of the few news publishers in Sweden who are fully web based yet independent from print. They also have been profitable on the web during several years. Dagens PS builds on brave, visionary and leading edge strategy and thinking that has resulted in many exiting functions and services.

The new, lighter layout gives the readers a great overview and creates new opportunities to advertisers.

- Visitors and advertisers demands that a leading news site should be fast, easy to use and constantly evolving to new heights, says Mr. Jesper Carlsson, Editor in Chief at Dagens PS. The number of visitors has grown tremendously over the last year and with Roxen Internet Software's CMS we will be able to manage increased traffic; launch new web services and publications.

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Dagens PS – a modern news central

Dagens PS is a unique media concept: our editors summarize and comment on the hottest news from Swedish and international media. Every day, 24/7. The content is a broad mix of business and pleasure. Every month Dagens PS distributes over 10 million newsletters. The web site has approximately 150 000 unique visitors per week. Please visit us at www.dagensps.se

About Roxen Internet Software AB (www.roxen.com)

Roxen develops the products Roxen Editorial Portal and Roxen CMS and is a pioneer in web based product development since 1994. Customers include Princeton University, Verizon, Metro International, Bonnier Tidskrifter, RTL Nederland and de Telegraaf Tijdschriften Groep. Roxen has offices in Sweden and the Netherlands. Roxen's many international awards include "Best of Comdex".
