

Shaw Newspapers is the first U.S. based news company to choose Roxen Editorial Portal

STOCKHOLM, SWEDEN – October 20, 2008: Shaw Newspapers, Dixon, IL (USA), has entered into an agreement with Sweden based Roxen Internet Software, to be its first US based newspaper customer using Roxen Editorial Portal.

Shaw Newspapers will be using Roxen Editorial Portal for its 40+ printed publications and Roxen CMS for the company's 20+ online publications.

"Roxen's innovative approach towards editorial workflow will transform our daily print and web operations into true information centers delivering content in multiple channels. Modern web technology offers a whole new platform for implementing, using, improving and maintaining software, and enables our editors to access a complete production environment through a regular browser window. Roxen Editorial Portal will save us time and reduce our costs – this is a new paradigm for daily newspapers", says Ben Shaw, IT Director at Shaw Newspapers.

Roxen Editorial Portal is a fully web based editorial system and embodies everything that can be expected from modern software in the Web 2.0 era, enabling full overview, previewing, feed imports, planning and seamless integration to DTP software.

"We've just been very impressed. After signing the contract with Roxen in June earlier this year, we had the first pages running through the system already in July – only four weeks after project start. By today, three publications – Northwest Herald, Lake County Journal and El Conquistador – have already switched to Roxen Editorial Portal.", says Tom Shaw, CEO at Shaw Newspapers.

"We are very proud that an established and honourable news company such as Shaw Newspapers chose Roxen as vendor. Shaw Newspapers is truly making the shift from newspaper mindset to information perspective, something that requires new and innovative solutions.", says Staffan Ekholm, CEO at Roxen Internet Software.

"The choice of a fully web based solution for multi-channel publishing, such as Roxen Editorial Portal and Roxen CMS, clearly shows the company's decisiveness and its vision of the future of media", says Urban Jönér, VP Business Development at Roxen Internet Software.

Roxen Editorial Portal was officially introduced at the IFRA Expo 2007 in Vienna and is already in production in 10 countries in Europe, North America and in Australia.

About Shaw Newspapers

Shaw Newspapers, based in Dixon, IL, is 157 years old, produces 40+ print publications and 22 online publications. With over 640 employees, it is the United States 3rd oldest, continuously owned and managed newspaper company. www.shawnewspapers.com

About Roxen Internet Software

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

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