

Metro International hits its 12th Roxen Editorial Portal launch in less than 15 months

STOCKHOLM, SWEDEN – October 27 2008, Metro International has deployed 12 separate installations of Roxen Editorial Portal in nine countries in less than 15 months.

Metro International uses the fully web based editorial system Roxen Editorial Portal for producing its free daily newspapers internationally, along with Roxen CMS for the company's global web presence.

As of today, Metro International has launched Roxen Editorial Portal in Sweden, Denmark, The Netherlands, Italy, Spain, France, the U.S. and in Canada, including two separate installations in both Denmark and Canada. In addition, Roxen Editorial Portal is used for Metro World News. In total, more than 40 local Metro editions use the system to produce 800 pages daily. Since the start in Denmark last year, more than 250 000 pages have been produced in the system.

"The speed of deployment is just amazing, thanks to the web based Roxen technology", says Philip Maurer, Global Systems Manager at Metro International. Mr Maurer adds further, "This gives room for significant cost efficiency in the process. Since Roxen Editorial Portal is practically self-instructive, it radically reduces the time and cost needed for training. On average we spend two weeks in total on a complete roll-out to a new country, from the time the launch team arrives at a new site to the first print issue has been produced in Roxen Editorial Portal".

"We at Roxen Internet Software are very impressed with the Metro team's accomplishments, especially the incredible speed of deployment to so many different countries, languages and cultures in only about one year. Although Roxen's technology allows for rapid deployment, Metro's challenge goes beyond technology. Metro is a very impressive company and we are proud to be working with such outstanding innovators and front-runners", says Staffan Ekholm, CEO at Roxen Internet Software.

About Metro International

Metro is the largest and fastest growing international newspaper in the world. Metro is published in over 100 major cities in 21 countries across Europe, North & South America and Asia. Metro has a unique global reach – attracting a young, active, well-educated Metropolitan audience of over 20 million daily readers. Metro has an equal number of male and female readers, of which 70% are under the age of 45. Metro's advertising sales have grown at a compound annual rate of 44% since the launch of the first edition in 1995. www.metro.lu

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. Roxen Editorial Portal was launched in 2007 and has so far been implemented in 10 countries in Europe, North America and Australia. Customers include Pagemasters, Shaw Newspapers, 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

Contact Metro International

Philip Maurer, Global Systems Manager Tel: +44 7825 189 067 email: philip.maurer@metro.lu

Contact Roxen Internet Software AB

Staffan Ekholm, CEO Tel: +46 70 915 39 48 email: staffan@roxen.com

Rolf Pörkenäs, Director of Sales Tel: +46 709 15 39 38 email: rolf@roxen.com