



Press release

October 24, 2000

Media profile proposed for Cell Network Board

Thomas Heilmann proposed as new Board member of Cell Network in today's notification of the extra Board Meeting being held on 7 November 2000.

Thomas Heilmann is one of the founders and a partner of the internationally renowned advertising agency, Scholz & Friend in Berlin, Germany. He is also one of the founders of the German Internet company, Aperto Multimedia, which Cell Network acquired in August of this year. Thomas Heilmann is a well-liked lecturer at Hochschule der Künste (the College of Arts), where he holds a guest professorship in audio-visual communication and communication planning.

"The new economy is becoming more and more professional", states Thomas Heilmann. "For the future companies will require more strong partners like Cell Network."

"Thomas Heilmann's solid experience in the advertising and media industry, as well as his previous experience as a management consultant at McKinsey & Company, complements the Board. He will contribute very greatly to Cell Network's continued international development and investment in creative solutions," says Lars O Petterson, Chairman of the Board of Cell Network.

For more information:

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Cell Network AB is one of the world's leading consulting companies focused on the Internet and interactive media. The company delivers business-critical solutions taking full responsibility for strategy, technology, design and content. Clients include Ericsson, Volvo, General Electrics, Telia, AstraZeneca, Telenor, and Statoil. Cell Network is listed on the Stockholm stock exchange's Attract 40/ O-list and has about 2200 employees in 15 countries. Read more about Cell Network AB at www.cellnetwork.com