

**Sweden's foremost cooks and cookery journalists are linked together on the net with the help of TietoEnator**

Cookery pros supply menus and tips on the new gateway MeraMat.com

MeraMat.com is the new Internet gateway for everyone interested in cookery. Here, visitors can get daily recipe tips and can browse among the treasure of recipes from Sweden's best cooks and cookery journalists. TV cook Fredrik Eriksson and cookery journalist Cathrine Schück give advice to inexperienced and experienced food makers. A cookery school guides the curious person to success in the kitchen. Members receive attractive special offers and tips. The gateway is the first daily cookery newspaper on the net.

Behind MeraMat.com are the cookery book publishers Ove Pihl and Robert Malmkvist – owners of the cookery book publishing house, Page One Publishing. In addition to this, Telia and the international investment company EDP have financed the gateway.

The choice of IT partner for the running operations went to TietoEnator. This means that TietoEnator is the total supplier of the technical solution with pertaining operation and support. In addition to this, MeraMat will be able to utilize the growing number of additional services that are continually developed, such as mobile services.

- Our assignment is to provide a requirement-adapted technical operational environment and to ensure that it can operate around the clock, all the year round, says Leif Ericsson, responsible for customer service at TietoEnator Network Business. In this way MeraMat can offer its visitors the best possible availability and service.

- The entire MeraMat concept is characterized by quality and it therefore stands to reason that the technical partner must fulfil our requirements. The choice went to TietoEnator which can more exactly be described as the IT companies' equivalent to Rolls Royce, says Kjell G Lundholm MD of MeraMat. We are experts on cookery – not technology. For this reason we must have a flexible partner who can help us to manage, administrate and develop the gateway.

**Fore more information**

Leif Ericsson, Account Manager, TietoEnator Network Business: +46 8-749 86 42

Mats Wikström, MD, TietoEnator Network Business: +46 910-829 37

Kjell G Lundholm, MD, MeraMat : +46 8-66 09 800

With a staff of 10,000 and annual net sales of 1.2 billion euros, TietoEnator is a leading supplier of high value-added IT services in Europe. TietoEnator provides consulting, systems development and integration, operation and support, product development services for customers, and software services. The Group has in-depth knowledge of its customers' businesses in areas such as telecommunications, banking and finance, the public sector and the forest industry.

[www.tietoenator.com](http://www.tietoenator.com)

TIETOENATOR CORPORATION

DISTRIBUTION

Principal media