

U.S. based Newspaper company Shaw Newspapers has launched 40+ newspapers and 20+ websites in less than 10 months with Roxen software

STOCKHOLM, SWEDEN – May 27, 2009: Shaw Newspapers, Dixon, IL (USA), has launched 40+ newspapers and 20+ news websites in 10 months using the web-based Roxen Editorial Portal.

Shaw Newspapers entered into an agreement with Sweden-based Roxen Internet Software in June 2008, to become Roxen's first U.S. based newspaper customer using Roxen Editorial Portal. Since then, in less than 10 months, Shaw Newspapers has finished its internal launch project. Today all of the company's printed newspapers and other publications as well as its news websites run on the Roxen platform.

"This must be somewhat of a record in the industry", says Tom Shaw, CEO at Shaw Newspapers. "We knew that moving to a web based platform would be faster and smoother, but we couldn't imagine we'd be finished with all our publications by now. In less than ten months we now have all printed publications and websites running on the same platform. This is a huge cost saver for us", Mr Shaw continues.

"Roxen's web based platform for print and web has enabled us to transform our daily print and web operations into true information centers delivering content in multiple channels. This is the direction all news companies will have to go and we're already there. Just imagine what this means for our business", says Ben Shaw, IT Director at Shaw Newspapers.

Shaw Newspapers has been running the launch project almost on its own, with only little assistance from Roxen. "This is one of the critical success factors of this project, that Shaw Newspapers' dedicated people has managed the project on their own, says Staffan Ekholm, CEO at Roxen Internet Software. "This extremely efficient project shows the decisiveness and professionalism at Shaw Newspapers, but also proofs what you can achieve using modern web technology in a news operation", Mr Ekholm continues.

Unlike all other editorial systems in the news industry, Roxen Editorial Portal is fully web based, accessed through a standard browser. Roxen Editorial Portal was officially introduced at the IFRA Expo 2007 in Vienna and is already in production in 15 countries in Europe, North America and in Australia.

About Shaw Newspapers

Shaw Newspapers, based in Dixon, IL, is 158 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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