INFORMATION FOR IMMEDIATE
RELEASE

Roxen Internet Software strengthens its presence in the U.S

STOCKHOLM, SWEDEN – June 5, 2009: Sweden-based Roxen Internet Software consolidates its presence in the U.S. by opening an office in Chicago, IL. Roxen has been active in the U.S. for many years and already has an established customer base in the country, including companies such as Metro International, Princeton University, Verizon Business and Arctic Region Supercomputing Center.

It's latest U.S. customer, Shaw Newspapers, entered into an agreement with Roxen Internet Software in June 2008, to become Roxen's first U.S. based newspaper customer using Roxen Editorial Portal. In less than 10 months, Shaw Newspapers has launched 40+ newspapers and 20+ news websites using the web-based Roxen Editorial Portal. Today all of the company's printed newspapers and other publications as well as its news websites run on the Roxen platform.

"Roxen has been doing business in the U.S. for many years. Opening an office is a natural step in a long term plan for increased sales activities and stronger support to our customers" says Staffan Ekholm, CEO of Roxen Internet Software. "Although the U.S. economy is still tough we see an increased demand in Roxen's products and good business potential in the country", Staffan Ekholm continues.

Roxen Internet Software offers a web-based multi-channel platform for media companies. Roxen's web-based product Roxen Editorial Portal enables the transition from a newspaper mindset to an information perspective. This together with a new subscription based price model makes decision making much easier and also at the same time it lowers the threshold for smaller publishers to deploy a modern multi-channel publishing platform such as Roxen Editorial Portal.

"U.S. publishers look for cost efficient but yet more versatile and flexible solutions that support multi-channel publishing. This is clearly an opportunity for Roxen's modern web-based editorial solution, Roxen Editorial Portal", says Urban Jönér, SVP North America at Roxen Internet Software. "The combination of our pricing model and proven rapid deployment gives the industry a unique opportunity to reduce the cost of ownership and at the same time streamline its operations for the future. As we all know, tomorrow's publishing is a combination of paper and various digital channels", Urban Jönér continues.

Roxen's new office is opened in cooperation with the Swedish Trade Council in Chicago.

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's solutions enable the transition from newspaper mindset to information perspective. Customers include, Bonnier Magazine Group, RTL Nederland, Coca Cola Company, and de Telegraaf Tijdschriften Groep. Roxen also has offices in Sweden and the Netherlands. www.roxen.com

<u>Contact Roxen Internet Software</u>
Staffan Ekholm, CEO	Tel: +46 70 915 39 48	email: staffan@roxen.com
Urban Jönér, SVP North America	Tel: +46 703 03 67 89	email: urban@roxen.com

PRESS RELEASE