



Press Release (NasdaqOMX First North: 3L)

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3L System Group wins customer contract with Yellow Pages Group New Zealand

New Zealand's largest Yellow Pages company, Yellow TM NZ, has chosen 3L System Group's platform for social media advertizing, 3L SMP, to establish local businesses within the world's most popular social media site, Facebook.

Yellow TM with their base of some 125.000 advertisers and local businesses, and over two million weekly users, will launch their new offering using the 3L SMP platform by early May, 2011.

- Securing one of the most innovative and leading Yellow Pages and Search Media companies in the world to our 3L SMP platform marks an important milestone for 3L Media and the current transition in the search media industry. Adding YellowTM NZ to our fast growing list of customers is both strategically and commercially important to us, says Fredrik Ruben, President & CEO of 3L System Group.

3L Media, the leading provider of back-end systems to traditional Search Media and Yellow Pages Companies, is paving the way for new and innovative solutions for Small and Medium Sized company advertizing.

3L SMP is sold as a hosted, web based service to its customers using a primarily transaction based business model and annual renewals. 3L System's revenues increase in relation to the usage of the service. 3L System Group predict revenues in the range of 2 MSEK during the first year of operation of this contract.

For more information:

Fredrik Ruben, President & CEO
3L System Group
Tel. +46-8-705 38 00
E-Mail: fredrik.ruben@3lsystem.com

About 3L System Group:

3L System Group develops advanced software systems helping clients to achieve competitive advantages in a world where business and services increasingly take place online. 3L System offers client-specific solutions, product installation services as well as training and support. The 3L System Group Share is traded on NasdaqOMX First North and Avanza Bank is the company's Certified Adviser. www.3lsystem.com