



Press Release (NasdaqOMX First North: 3L)

Dayton, Ohio, 2010-08-04

3L System Group acquires leading Social Network Publishing system

3L System Group (NasdaqOMX First North: 3L) has today acquired the system assets and product rights of the US company Pagenator LLC. Pagenator has developed a software solution suite of products which automates the generation of rich content for social media and social networking websites. This offers 3L Systems' customers within Local Search and Yellow Pages the means to create a rich media presence within websites such as Facebook and MySpace on a large scale and to explore new revenue generating products.

Advertising and presence on Social Media websites is one of the fastest growing services in the Local Search and Yellow Pages market space, both in terms of traffic and revenues. Through the acquisition of the Pagenator products, the 3L System Group becomes the industry's first solutions provider to offer these products and services within the Local Search and Yellow Pages industries. The Pagenator solution suite will be integrated into the business unit 3L Media's product portfolio and ready for launch by early fall of 2010 and is anticipated to generate revenues already during 2010.

-With the Pagenator products as an integrated solution to 3L Media's market leading systems, our customers in the Local Search and Yellow Pages markets will have access to an extremely engaging and commercially viable offering to complement their current business. For 3L System Group this acquisition is an important step in our mission to lead our customers through the continuing changing demands which the media marketplace experiences, says Fredrik Ruben, President & CEO, 3L System Group.

In conjunction with the acquisition, the Pagenator LLC Founder, Mr. Jeff Whitehead, will become the Head of Product Area Social Media within 3L Media.

For more information:

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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.3lssystem.com