

Revolutionary New Dutch Newspaper Selects Smart Connection Enterprise

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ZAANDAM, THE NETHERLANDS (January 23, 2007) — A new free-distribution Dutch newspaper has selected WoodWing Software's Smart Connection Enterprise as its editorial system, joining numerous other newspapers around the world that are switching to the industry-leading editorial solution.

The new publication is called De Pers, and the publisher says they will distribute 400,000 to 600,000 copies the first year, with an eventual goal of 800,000 copies. De Pers will be distributed free five days a week in numerous locations, including public transportation, gas stations, universities, major office buildings and retail outlets. In the future, it will also be available on newspaper racks in housing areas.

Unlike other free Dutch newspapers, De Pers will be a genuine daily paper, filled with concise, well-written stories and objective news and information.

The publisher of De Pers is Cornelis van den Berg, who brings a wealth of experience and innovation to the new venture. Van den Berg has worked for another free-distribution newspaper, Metro, as well as for Wegener, a Dutch publisher of newspapers, magazines and books.

Van den Berg said that when it came time to select an editorial system for his new publication, Smart Connection Enterprise was the ideal solution.

"We needed a system that would be versatile and powerful, and Smart Connection Enterprise was the only editorial system on the market that fit our needs," he said.

WoodWing officials said they're pleased that De Pers has joined the growing roster of Smart Connection Enterprise newspapers.

"It's a very exciting venture to start a new publication, and we're confident that De Pers is going to be a huge success with readers in the Netherlands," said Erik Schut, President of WoodWing Software. "We know that Smart Connection Enterprise is going to be the perfect fit for De Pers, and we look forward to helping them grow and prosper."

GRAPHit, a WoodWing partner, is handling the entire project management, including training and installation. GRAPHit's professionals trained the De Pers staff on the use of InDesign and InCopy, as well as Smart Connection Enterprise.

"Evert Couwenhoven and the staff at GRAPHit have done a tremendous job with this project," Schut said. "They set up the entire department in a very short time, and everything is running very smoothly."

"Smart Connection Enterprise offers a host of benefits to any newspaper operation, and that will certainly be the case with De Pers," Schut added. "Their workflow will be highly efficient right from the start, which will help make their publication a success."

About WoodWing

WoodWing Software specializes in software solutions for the publishing industry. WoodWing excels in innovative and flexible editorial solutions that help efficiently produce print and online publications. The company's flagship product, Smart Connection Enterprise, differs from traditional editorial solutions because it has been engineered from the ground up, utilizing the latest technologies offered by the Internet age. Newspaper experience that goes back more than 20 years, combined with

the latest technologies, has led to a powerful editorial system with a core based on XML and open technology. WoodWing has offices in The Netherlands, Kuala Lumpur and the United States. Customers are served through select partners, and in the U.S. through WoodWing USA.

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