

## Another New Daily Newspaper Chooses WoodWing's Smart Connection Enterprise

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KUALA LUMPUR, MALAYSIA (May 31, 2007) - WoodWing Software has done it again: Another new daily newspaper has selected the company's industry-leading Smart Connection Enterprise as its editorial solution.

The Malaysian Reserve, a new publication that is Malaysia's only all-business daily newspaper, recently installed Smart Connection Enterprise with the assistance of Serious Technology (Serioustec), a WoodWing partner in the region.

Officials from the Malaysian Reserve said Smart Connection Enterprise was clearly the superior choice.

"We needed a solution that is easy to use, fast to implement and flexible," said Syed Mohamed Fazilla, Managing Director of the Malaysian Reserve. "The Adobe Creative Suite and WoodWing's Smart Connection Enterprise editorial solution presented the ideal platform for us. The local system implementer, Serioustec, was outstanding in both support and implementation skills."

WoodWing President Erik Schut noted that the Malaysian Reserve is the fourth new daily newspaper this year to select Smart Connection Enterprise as its editorial solution, joining Kontan in Indonesia, De Pers in the Netherlands and Mi Diario in Venezuela.

“It’s not very often that a new daily newspaper starts up, so to have four new dailies begin operations in the same year is pretty noteworthy,” Schut said. “And it says a lot that all four of those newspapers chose Smart Connection Enterprise. New publications are always on the cutting edge of technology, and they’re looking to gain every advantage they can get. We’re proud that WoodWing has become the editorial solution of choice for the most technologically savvy publishers around the world.”

The Malaysian Reserve is poised to make a major splash in Malaysia’s business community. Fazilla said the publication, which will be published Monday through Friday, will concentrate solely on business, targeting investors, businessmen, key decision-makers and others who generally have a high net worth.

“The paper will be read by the people who matter in the Malaysian business community, and we are fortunate to have such a robust editorial system supporting us,” Fazilla said.

The installation was handled by Serioustec, and company co-founder John Fong said they’re working hard to make sure it all goes smoothly.

“Implementing editorial systems is our business,” Fong said. “Software installation is the easiest part; we took less than 48 hours to get all the servers and clients running. The challenge is to ensure our client’s staff and personnel are able to operate the system seamlessly and capable of maintaining the system after it’s up and running.

Remco Koster, Managing Director of WoodWing Asia Pacific, noted, “This is the second business daily set-up by Serioustec in less than four months. The WoodWing solution is proving to be the ideal platform for publishers who want speed, scalability and ease of deployment.”

#### 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. Publishing 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. For more information, visit [www.woodwing.com](http://www.woodwing.com).

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